### STATE OF THE PARTY AND ADDRESS.

### SPORE POR

THE MAGAZING HADIO/TV ABVERTISERS USE



t extra sales with WXEX-TV's 12 performance-proven merchandising plans: • Promonal Spots • Newspaper Ads • Food Merchandising Plan • Community Club Awards n-Store Food Displays • In-Store Drug Displays • In-Store Food Demonstrations, saming, couponing • Store Window Displays • Food Merchandising Bar • Mailings to stailers • Personal calls on Jobbers, Wholesalers, Retailers • Reports to Advertisers

XEX-TV • NBC-TV Basic • Tom Tinsley, President; Irvin Abeloff, Vice President • Itional Representatives: Select Station Representatives in New York, Baltimore, Ishington and Philadelphia; Adam Young in Boston, Detroit, Chicago, St. Louis, San ancisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Pattle; Clarke Brown Company in the South and Southwest.

### THESE ARE TOPS IN MEDIA SET-UPS

Station representativename the agencies with best media departments, tell reasons why

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Summer tv: new deals on the way for advertisers

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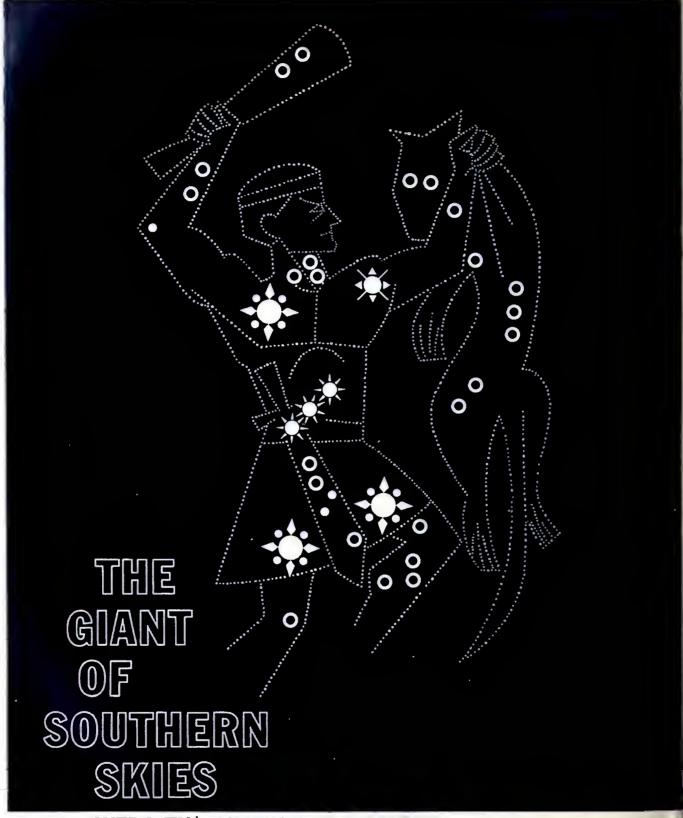
Good radio can sell anything— C-E's Ken Jones

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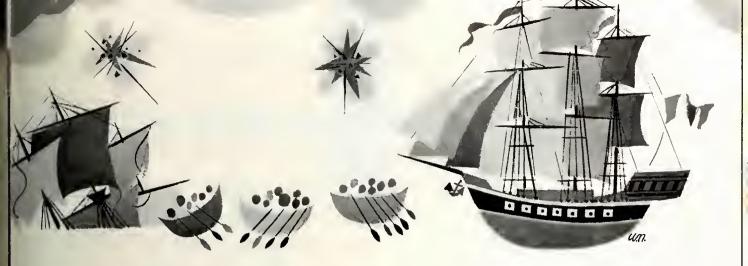
Net tv buying on upswing says Nielsen

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DIGEST ON PAGE 4



WFBC-TV\* CHANNEL 4, SERVING
GREENVILLE SPARTANBURG-ASHEVILLE
ANNOUNCES THE APPOINTMENT OF AVERY-KNODEL, INC
AS EXCLUSIVE NATIONAL SALE REPRESENTATIVE
EFECTIV FEBRUAR 1960



Admiral Nelson made things happen at Trafalgar . . . and



# WPEN RADIO MAKES THINGS HAPPEN IN PHILADELPHIA

Only WPEN in Philadelphia broadcasts traffic reports directly from its own helicopter. The impact of these official police SKYWAY TRAFFIC REPORTS is reflected in sky-high ratings. A few are still available. In Public Interest...In Sales...And In Exciting Listening, WPEN Makes Things Happen In Philadelphia.

### WPEN

Represented nationally by **GILL-PERNA**New York • San Francisco • Los Angeles
Chicago • Boston • Detroit • Atlanta

CONSOLIDATED SUN RAY STATIONS WPEN, Philadelphia . . . WSAI, Cincinnati . . . WALT, Tampa



### WSIX-T\

Tops Them All In The Nashville Area LEADING IN . . .

7 out of TOP 10 3 out of TOP 5 SHOWS\*

\*Source-Nietson Station Index

\* WSIXSELLS WITH TOWER HEIGHT

> 2049 ft. above sea level . None taller permitted in this area by CAA.

★ WSIXSELLS WITH POWER

316,000 powerful watts. maximum—permitted by FCC.

\* WSIXSELLS WITH EFFICIENCY

Maximum coverage and low cost per thousand make WSIX-TV your most efficient buy in the rich Tennessee, Kentucky, Alabama TVA area.

### (X) CHECK THESE FACTS:

- (X) TV Homes-370,700
- (X) Population—1,965,500
- (X) Effective Buying Income-\$2,155,868,000
- (X) Retail Sales-\$1,585,308,000

\* Sou ce Television Mogozine



NASHVILLE

Represented by Peters, Griffin, Woodword, Inc.



© Vol. 14, No. 7 • 13 FEBRUARY 1960

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### PEOPLE work-play-<u>LIVE</u> by RADIO!





### WHO Radio Holds a Big Lead in Total Radio Audience in America's 14th Largest Radio Market, Sign-On to Sign-Off!

OOKING or cleaning—she listens to radio. There's no time to *stop* for magazines, newspapers or other media. Radio, and only radio, entertains her, sells her all day long!

She knows responsible, big-audience stations—like WHO Radio—give her the kind of programming she prefers. WHO Radio is aggressive, alert. alive—and it takes special measures to see that each segment of its vast audience is served with the finest in entertainment, news and special features.

The 93-county area Pulse Report (Feb.-March, 1959) gives WHO Radio from 18% to 35% of the total radio listening audience —first place in every quarter hour surveyed —the balance being divided among 88 other stations!

See your PGW Colonel for all the details on WHO Radio—the believable, big audience station for "Iowa Plus!"



for lowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

> Col. B. J. Palmer, President P. A. Loyet, Resident Manager Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc., Representatives

Between Atlanta and the Gulf ... the only primary

### **NBC**

outlet is ...

### WALB-TV

CH. 10-ALBANY, GA.



- New 1,000 foot tower, 316,000 watts power . . . with Grade "B" coverage including Albany, Thomasville, Valdosta, Moultrie, Ga., and Tallahassee, Fla.
- Serving over 750,000 people
   . . . in an area with over
   \$739,000,000 spendable income.

### WALB-TV

ALBANY, GA. CHANNEL 10



Raymond E. Carow, General Manager

Represented nationally by Venard, Rintoul & McConnell, Inc.

In the South by Jabes S. Ayers Co.

One Rate Card



### NEWSMAKER of the week

Earl W. Kintner, chairman of the Federal Trade Commission, has been making advertising trade as well as consumer press headlines for many weeks. This past week, speaking before the midwinter meeting of the Advertising Federation of America in Washington, he pinpointed even more specifically some of his advertising thinking in this year of crisis.

The newsmaker: Earl Kintuer is a capable, dedicated government executive who takes his responsibilities seriously hut no pedantically. He expects the advertising industry—advertisers, agen cies and media—to be similarly serious in their avoidance of copy and commercials which might be construed as false and deceptive

At the AFA meeting 5 February, he posed this question: "Sel discipline or stricter government controls—Which will advertiser

choose?" He charged that media share with agencies and clients a "public and moral responsibility," hut that the possibility of media sharing "legal responsibility is another matter." His hope: that FTC "never finds it necessary" to bring such action. "This stcp need not he taken if FTC does its job vigorously under existing law, within staff limitations, and if the advertising industry (with active co-operation of all media) does a proper job of self-regulation."



Earl W. Kintner

How encourage self-discipline?

"It may well be that rigged quiz shows and illegal payment of 'payola' will prove to be the harsh medicine necessary to cure subservience of some in the hroadcast business to predatory advertiser and agencies. These, when confronted with a chastened and cautiou broadcast industry, would be far less inclined to (have) commerciathat cut corners of the law." He calls this device a "chain reaction, ending in effective self-policing. FTC, equipped with only 734 persons to police (theoretically) "a \$475 billion economy, cannot concentrate effectively in all industries in all places at the same time."

Mr. Kintner has gained enormous stature with the advertising pr fession for what many believe to be a fair and sympathetic unde standing of their problems. He's a noted attorney (Indiana U.), hard-won accolade as he has heen self-supporting since the age eight (he's 47). Since '38 he's worked as a city and state lawyer i Indiana, with the U.N. War Crimes Commission, as a Navy lieutena (from ensign) during W. W. II. He joined FTC as a trial attorn in 1948, progressing to legal adviser, general counsel, commissionember and chairman (named last June).

He is a member of many legal and fraternal groups, the Mason Order, American Legion. He, his wife and two sons live in the District of Columbia.



### But does the commercial have a happy ending?

"And they lived happily ever after...." But for the sponsor the story isn't ended. Does Prince Charming (played by the product) vanquish the Villain (played by the competition) and win the beautiful Princess

(played by the balance sheet)? If not, why not? Good questions, these, and ones for which we have found some interesting answers in our years of experience in profit television. N. W. Ayer & Son, Inc.



The commercial is the payoff

SPONSOR • 13 FEBRUARY 1960

# 7.75



### TRACKDOWN'S

Hoby Gilman aims to please.

Just ask Brown & Williamson, Anheuser-Busch or Schlitz Brewing...only three of the sharpshooting TRACKDOWN sponsors currently hitting the sales mark with a series based on the true adventures of the Texas Rangers.

Or ask audiences in more than fifty U.S. markets who have made TRACKDOWN, with Robert Culp as Hoby, one of first-run syndication's most popular Westerns... duplicating its two-season success on the CBS Television Network, where it averaged a 23.0 total Nielsen rating (October 1957-April 1959).

Better yet, round up <u>all</u> the facts on TRACKDOWN-71 half-hours produced by crack Four Star Films-from the nearest office of CBS Films.

THE BEST FILM PROGRAMS FOR ALL STATIONS" OFFICES IN NEW YORK, CHICAGO, LOS ANGELES, DETROIT, ATLANTA, SAN FRANCISCO, ST. LOUIS, DALLAS, BOSTON. CANADA: S. W. CALDWELL, LTD.

CBS FILMS



"We're a conservative, close-mouthed agency, but let me tell you"...



LEONARDO DA VINCI (1452-1519) - Florentine School

K-NUZ is the No. 1\* BUY

in HOUSTON...

AT THE LOWEST COST PER THOUSAND!

\*See Latest Surveys for Houston



National Reps.: THE KATZ AGENCY. INC.

- · New York
- Chicago
- Detroit
- Atlanta
- St. Louis
- · San Francisco
- · Los Angeles
- Dallas

CALL DAVE MORRIS JAckson 3-2581



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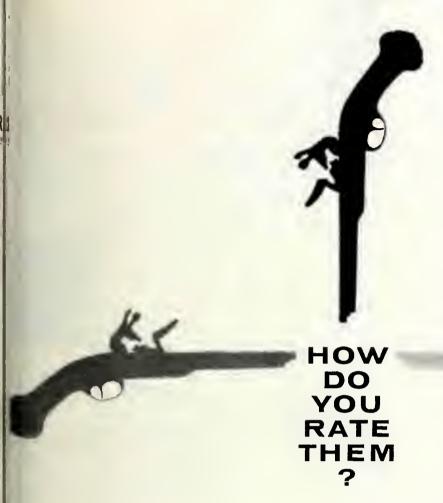
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S. T. Massimino, Assistant to Publisher Laura Oken, Accounting Manager George Becker; Rita Browning; Ann Marie Cooper; Charles Eckert; Wilk Rich; Irene Sulzbach; Flora Tomadelli



Rating services A, B, and C decide to settle this thing once and for all. Their v.p.'s in charge of duels agree to have a three-way pistol duel, each to get one shot at each other. They agree to draw lots to determine who will shoot first, who second, who third. There's a rub: The v.p. of service A is a crack shot—he never misses. B's veep hits his target two out of three times. C's veep is on-target only 50% of the time. Having good intelligence services, each veep knows the shooting calibre of the other two.

Before the Society for the Prevention of Cruelty to V.P.'s gets word of the social, the event takes place one sunrise in a wooded glen along the Potomac. Who had the best chance of surviving?

(Don't shoot—just send your solution to WMAL-TV. Win a new look at ratings in Washington, D. C.—and a copy of Dudeney's "Amusements in Mathematics," published by Dover Publications, Inc., New York.)

### wmal-tv

Channel 7 Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Iffiliated with WMAL and WMAL-FM, Washington, D. C.; WSVA-TV and WSVA, Harrisonburg, Va.

# "Sunny" Says: "IT'S <u>WHO'S</u> UP FRONT THAT COUNTS!"



When you put your money on WSUN you've got a real winner. A pair-a-mutual payoff factors are the Nation's 26th Retail Sales Market, TAMPA-ST. PETERSBURG, and WSUN. Serving a 29 county population of 1,203,400, "Sunny" delivers more radio homes, at the lowest cost per home, of any station in the heart of Florida. Pssssssst! If you want to wind up in the winners circle...get on "SUNNY!"



Notl. Rep: VENARD, RINTOUL & McCONNELL S.E. Rep: JAMES S. AYERS



### Commercial commentary

### Ted Bates and time immemorial

The first round of that ferocious fracas between the Ted Bates agency and FTC Chairman Earl W. Kintner ended last week in New York with a decided edge for the Commissioner.

Bates, you will remember, recently published a full-page advertisement in seven hig-city newspapers which blasted the FTC action against the Palmolive Rapid-Shave "Sandpaper" commer-



cials and truculently demanded. "What are your rules, Mr. Kintner? Kintner, appearing last week at the Plaza before a special one-d session of the ANA, did not mention the Bates ad.

But, in a vigorous speech which brought a standing ovation fromearly 400 blue-chip advertisers, he made mincemeat out of certa other Bates statements and. I thought, cast considerable doubt the wisdom and profundity of this highly controversial agency.

Kintner's references were to a booklet which Bates put out a fweeks ago (in cloth for the carriage trade, paperbacked for tpeasants) under the tub-thumping title "An Advertising Ages Speaks Out!" (Note that Batesian exclamation point!)

The hooklet contains a series of questions put to Rosser Reev Bates hoard chairman, and Reeves' answers had my hair standing end even before Kintner hegan taking them apart.

#### Discipline us. Daddy

Kintner's attack centered around the implications contained in a following:

Question: Do you think that advertising can regulate itself?
Reeves: No... in building the fifth largest agency in the wo
we have come to the conclusion that self-regulation will not wo
... that is the province of the FTC.

Kintner took strong exception to this "grim conclusion" and to t further suggestion by Reeves for greatly enlarging the FTC.

Reeves: The FTC is badly understaffed, badly undermanned. We believe that Congress should at its next session grant the F enough millions of dollars to staff and maintain adequate, expeand impartial personnel... able to judge the truth or falsity of vertising claims."

Kintner said that the FTC did need more personnel, and wo ask for a modest (\$760,000) increase in its budget. But he riculed the idea that "millions of dollars" are necessary.

Said he, "If the FTC gets that many policemen for advertising, has too many. The police state is not far away. And competitified enterprise in the advertising industry would have been strugled—along with a considerable portion of hoth the businessman and the individual citizen's liberty.

Kintner proposed as an alternative to massive government regultion "A reasonable amount of government enforcement of existing the content of the content of



## FIRST RATINGS!

"THE FOUR JUST MEN"

TOPS
ACROSS U.S.A.!

LOS ANGELES

15.3

ARB/Nov. 1959 7-station market

SEATTLE

25.5

Pulse/Oct. 1959 4-station market

MIANI

19.3

ARB/Oct. 1959 3-station market

BOSTON

17.4

ARB/Oct. 1959 3-station market



INDEPENDENT TELEVISION CORPORATION

488 MADISON AVE. • N.Y. 22 • PL 5-2100

### Commercial commentary (continued)

laws, coupled with good faith on the part of American business t discharge its citizen's responsibility . . . in other words, busines self-regulation, self-policing, and self-discipline."

All of which made a great deal of sense to me and to the AN/ members I talked with in the Plaza corridors.

It also made the Bates agency sound a little like a fractious chile who pleads "punish me, Daddy, I just can't control myself."

#### The non-Emersonian mousetrap

Kintner did not go into some of the other Reeves answers in "Ar Advertising Agency Speaks Out!" but I wish he had.

They throw such a fascinating light on the rather schizophrena reputation which Bates enjoys.

No agency in the business is more genuinely respected for its 20 year growth record, the sales successes of its clients and the efficient and profitable way it conducts its business. (See page 31.)

But, on the other hand, no other big agency is so frequently criticized for bad taste, bad manners and unpleasantness in its tv commercials—Anacin, Life Cigarettes, Carter, Preparation H, etc.

On this matter, Rosser Reeves speaks out! as follows:

Only occasionally are great salesmen "things of beauty." They of not carry paintings by Picasso in their hands, speak in rhyme, or sing, dance and play the flute. They are usually very earnest men who speak convincingly and with knowledge about why their product is better."

There is, perhaps, a kind of stern, stoic logic in this viewpoint, and Reeves, an international chess player, is a proudly logical man.

"What this agency has done which is different from any other" he has been quoted as saying, "is to apply reason to advertising."

But I wonder whether this very reasonableness doesn't sometimes lead the Bates boys to pompous and humorless extremes, as in this gem from "An Advertising Agency Speaks Out!"—

From time immemorial our country has operated on the belief that if a man can make a better mousetrap, he can and should make a fortune selling it with honest claims, at an honest price.

Can you prove this, Mr. Reeves? Can you document it with facts? I always thought that the mousetrap bit dated back to Emerson who supposedly said it (in a very different way) around 1855.

Surely this is not "time immemorial." Nor can you measure "time immemorial" by the all too finite 184-year old history of the U. S.

Have you examined the folkways and customs of the Iroquois? The Sioux? The Arapahos? Can you defend your "time immemmorial" claim with evidence from the Aztecs? The Mayans?

Come to think of it, Mr. Reeves, I don't believe I shall allow the statement (and I doubt if the FTC will) unless you can clearly prove that the Mongolian ancestors of the American Indians came trudging across the frozen Bering Straits, clutching their stone age weapons. their stone age wives and a banner with a strange device, "Better Mousetraps—Honest Claims—Honest Price!"

Can you do this Mr. Reeves?

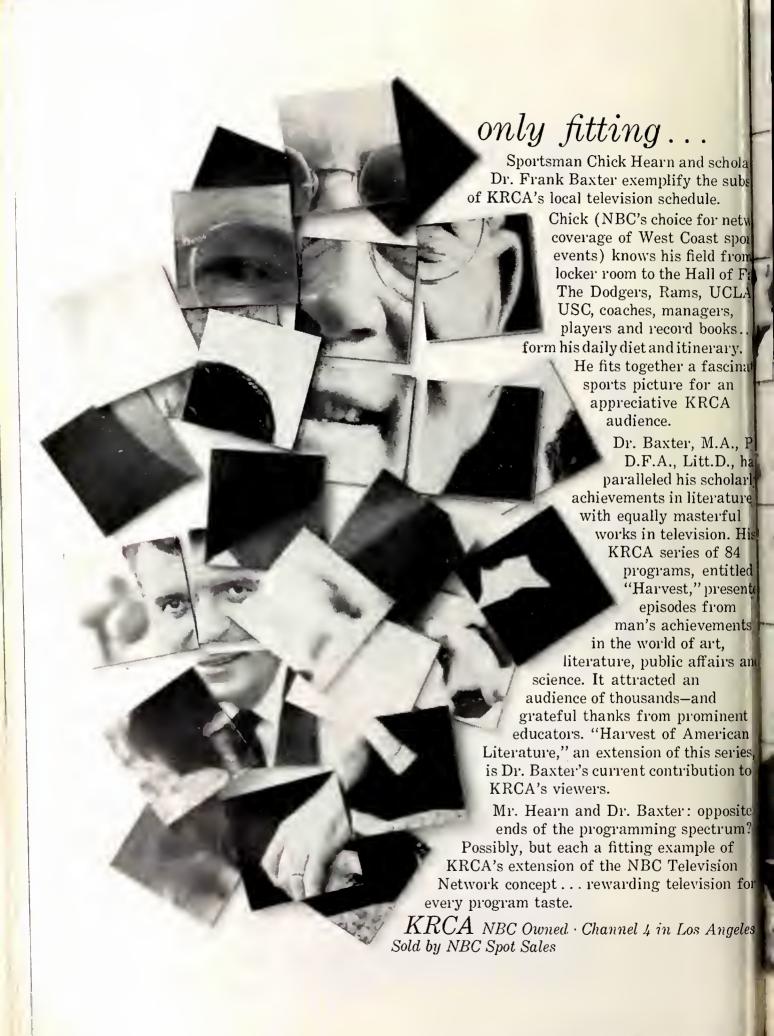
Your "time immemorial" phrase is a dandy. It should quicken the pulse of any client who is a dues-paying member of the NAM, the Union League and the Old Old Guard.

But, don't you think you should check it with your "costly scientific department" before you. an earnest man, speak out?

THAT'S THE NIGHTTIME SCORE FOR ABC-TV

	ABC	NET Y	NET Z
MONDAY	2nd	1st	3rd
TUESDAY	1st	2nd	3rd
WEDNESDAY	2nd	3rd	1st
THURSDAY	1st	3rd	2nd
FRIDAY	1st	2nd	3rd
SATURDAY	2nd	1st	3rd
SUNDAY	2nd	1st	3rd

\*Source: Nielsen 24 Market TV Report—Average Audience from 8:00 to 10:30 p. m. the week ending January 24, 1960. ABC TELEVISION







### **HELPING** to guaru west-coast leadership



DAVID LUNDY, manager of our Los Angeles office, one of ten offices providing fast, efficient service to Advertising throughout the U.S.-service that helps advertising dollars deliver extra value.

In the fields of food, or fashion, or health and beauty-many west coast firms have won national leadership.

To retain and solidify their leadership they invest heavily—and wisely -in spot television. And in 25 major markets, the stations giving consistent returns on that investment are represented by Blair-TV.

At a phone-ring's notice, how do agencies in the Los Angeles area get down-to-the-minute data on each of these stations-data so vital to advertising decisions? Through our Los Angeles office, one of ten offices, coast-to-coast, that make spot television easier to buy.

Blair-TV operates on this basic

principle: that alert, informed repre sentation is a service vital not onl to stations but also to all Advertisin and to the businesses dependent o it for volume and profit. From th first our list has been made up stations and markets we felt in position to serve most effectively. Toda these stations cover 56 percent America's population – virtually 6 percent of its buying power.

In its area each of these station stands as a power-house of selling force. To help advertisers and the agencies make most profitable use that force, is the constant objective of our entire organization.

### A NATIONWIDE ORGANIZATION

### BLAIR-TV

AT THE SERVICE OF ADVERTISIN

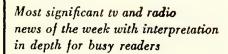
WABC-TV - New York W-TEN-Albany-Schenectady-Troy WFBG-TV - Altoona-Johnstown WBNS-TV - Columbus WNBF-TV - Binghamton WHDH-TV - Boston

WBKB-Chicago WCPO-TV - Cincinnati WEWS - Cleveland KFJZ-TV - Dallas-Ft. Worth WXYZ-TV - Detroit

KFRE-TV-Fresno WNHC-TV-Hartford-New Haven WJIM-TV - Lansing KTTV-Los Angeles WMCT-Memphis

WDSU-TV-New Orleans WOW-TV-0maha WFIL-TV - Philadelphia WIIC - Pittsburgh KGW-TV - Portland WPRO-TV - Providence

KGO-TV-San Francisco KING-TV-Seattle-Tacoma KTVI-St. Louis WFLA-TV-Tampa-St. Petersburg





13 FEBRUARY 1960
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BPONSOR
PUBLICATIONS INC.

### SPONSOR-SCOPE

It was another robust week for national spot in both ty and radio.

The harvest, by medium, included these campaigns:

TV: Bissell (C. E. Frank), 40 markets, 13 weeks; Kraft Parkay (NL&B), 21 markets, eight weeks; General Electric (BBDO Detroit), 60 markets; Noxzema Shaving Cream (DCSS), 15 weeks; Pharmaco's Chooz-Feen-A-Mint (Ayer); Skippy Peanut Butter (GB&B New York), half-hours; Binney & Smith's Crayola (Chirurg); Champion Spark Plug (JWT).

RADIO: Kraft Miracle Whip (JWT); General Mills' Shurechamp Dog Food (Tathum-Laird), flights of 30-40 spots a week; State Farm Insurance (NL&B); Ford Institutional and Mercury (K&E); Champion Spark Plug (JWT); Red Man's Chewing Tobacco (DFS).

Latest turn in the cold war between General Foods and CBS TV on discounts: the network rejected the counter proposition offered by the White Plains camp.

Despite all the arithmetic jousting, GF is expected to keep all its nighttime eggs—three half-hours Monday and another half Thursday—in the CBS basket next season.

A couple of late dispatches relating to beer accounts:

- 1) Schaefer (BBDO) has reduced its newspaper list from 118 in '59 to 2 for 1960.
- 2) Sterling (Compton) has allocated 75% of its budget to tv and the expenditure in that medium will be twice what it was last year.

Take it from disturbed stations and reps. radio's reaching the danger point in its swing out on the local-rate limb with regard to beer accounts.

Their definition of the danger point: being in a position to maintain the national spot rate, even with those brewers who have national and widely regional distribution.

The latest distressing development: Schlitz sending people into Florida markets to buy radio time at the local rate and the prospect that this brand, handled out of JWT, Chicago, will be doing the same thing in the New York market shortly.

Also said to be bent on the same policy—but this case in tv—is Miller. The caper: Have a sales representative from the brewery and somebody from the Mathisson & Associates agency (Milwaukee) sit in with distributors while they induce the local rate from stations.

Incidentally, Ballantine (Esty) is now buying its radio, at least, at both national and local rates.

It might not be so smart to equate the dominant type of a network's programing with viewing-home income levels.

Scan this breakdown of U.S. income levels by network (November-December nighttime Nielsen) and you'll probably lean to the observation that to viewing cuts right through all earning brackets:

NETWORK	under \$5,000	\$5,000-8,000	\$8.000 & OVER
ABC TV	39%	41%	20%
CBS TV	39%	40%	21%
NBC TV	41%	39%	20%
U.S. Brackets	41.3%	38.4%	20.3%

Note how closely each of the networks match the normal distribution pattern.

#### SPONSOR-SCOPE continued

Look for Sears Roebuck to give Remington something to ponder about as the latter prepares to market its new battery-housed shaver.

The mail order and chain operator is bringing out a foreign-made. battery-modified shaver that will retail for under \$20.

Sears, however, will go on selling the other shavers.

-

Chicago reps seem to be optimistic about the summer outlook for spot tv.

They say they've been so busy at processing the frequent but spurty new business of recent weeks that they haven't had time to work up any specific promotions for the summer.

Most of them are inclined to the belief that summer business won't be as doldrumish as it was in the midwest precincts last year. They base this on hints from Chicago agencies on things to come.

4

The editor faction within the Newpaper Comics Council. Inc., last week voiced its displeasure at tv's getting too much mileage out of popular strip characters.

It came out in the course of a debate that the editors thought the cartoonists who let their brainchildren be used as pitchmen in commercials were debasing the Fearless Fosdicks and the Li'l Abners and, anyway, hardly any of this exploitation was filtering back into the advertising coffers of the newspapers.

The situation was referred to as another case of Madison Avenue debasing higher things and it was urged that the Council adopt ways and means of protecting the comic strips' characters from commercial "degeneration."

Steve Canyon's Milt Caniff and Li'l Abner's Al Capp put in a defensive word, with the latter noting that it was up to the good taste of the individual artist to make sure that this sort of exploitation didn't get out of hand.



It probably isn't anything ominous but Campbell hasn't as yet passed on word to BBDO about its coming plans for spot radio.

The canner's current schedule in radio runs until the end of February.



The one brand that's got lots to worry about as a result of the voluntary stipulation of cigarette companies with the FTC to refrain from nicotine and tar-content is U. S. Tobacco's 20-year-old Sano.

Those concerned with Sano's advertising have this problem: Where do you go if Sano can't talk about the process of removing nicotine and the fact that it takes a third more to-bacco to produce this non-nicotine cigarette?



Rep salesmen have a ready retort for agency speechmakers who say that media reps should attempt to learn what are the objectives of a campaign and the marketing strategy behind it.

The salesmen pose this question: Outside of the big agencies, which make briefing routing, how many timebuyers are there who are versed in the product's consumer profile and have an explicit picture of the audience they're after?

New York admen concerned with tw can jot this one down on their calendar for 24 February: breakfast at the Waldorf with ABC.

The network will not only put on its annual preview anent next season's program fare but unveil it's new discount structure.

### SPONSOR-SCOPE continued

S. C. Johnson has been cajoled back into the ABC TV daytime roster, with CBS TV's House Party the loser.

The Racine firm will spend around \$300,000 for a total of 41 quarter-hours over an 11-week period during the spring and summer.

ABC's price per quarter-hour comes out to \$7,300. With discounts Johnson has been paying CBS TV about \$24,000 per quarter-hour, time and talent.

Despite the fact that the show has a sponsor waiting list, agencies are complaining to NBC TV about the overcommercialized condition of the Jack Paar program.

The core of the trouble, they say, is not what happens on the network end, but rather in the affiliate area: stations are tagging on so many local commercials that the viewers get some short takes of the show itself.

If what CBS TV salesmen are telling inquiring agencies is a clue, the network is embarking on a new policy for the 1960-61 season as regards specials.

Its plans, so agencies are being told, to limit the "spectacular" kind to 20 for the cutire season, as compared to about 60 for the current span.

The premise: specials cease to be specials when the air is loaded with them.

The casualty rate on nighttime tv network fare continues to drop: at the half-way point of the 1959-60 season it looks like a record low in both infant and over-all show mortality.

Here's how SPONSOR-SCOPE sees the nighttime casualty statistics (for regularly scheduled series) shaping up as compared to previous seasons:

	1959-60	1958-59	1957-58
Total number of entries	119	114	120
Total shows dropped	15	30	34
Casualty rate for all sponsored shows	12.6%	26%	28%
Total shows started since fall	43	36	45
Total newcomers dropped	9	17	26
Casualty rate for new shows	21%	47%	58%
	_		

Two shows that P&G appears to have tagged for divorcement come next season: ABC TV's The Rebel (a newcomer) and Wells Fargo.

The renewal of This Is Your Life (NBC TV) will. 'tis said. depend on the future tab on the show. It's been getting \$52,000 gross on a five-year agreement.

•

NBC TV is off the hookup for at least half of the next Johnney to Understanding series: Norelco (LaRoche) will co-sponsor the 16 such programs that will be telecast between 27 February and 1 July.

The coverage will not only involve President Eisenhower's trips but Khrushchev's visit with DeGaulle.

Norelco's deal is similar to the one that Life cigarette got: time cost only.

P.S.: Norelco, whose ad accent is on prestige, is also contemplating doing five Gene Kelly-Louis Jourdan specials during the 1960-61 season.

-

The oldtimers are apparently taking over command within NBC TV sales. Heading the offensive line now: Tom McFadden, Ed Hitz and Max Buck. Hitz's hitch with NBC dates all the way back to 1928—one of the original sales crew.

(For details of the sales department reshuffle see NETWORKS in WRAP-UP, page 64.)

#### SPONSOR-SCOPE continued

With Duncan Hines (Compton) now the leader of its field, P&G is testing an other cake mix—Early American in the Albany market via Gardner.

The new one is single layer and square.

You wou't get ABC TV to agree with the daytime costs-per-thousands mad available by the rating services.

ABC contends that the data upon which these CPM's are based are unrealistic cost since they do not take into account all the ratecard factors, such as four-brand an contiguous rates and various other discounts.

In other words, the end rate can differ so vastly among the bulk of daytime users the it's impractical to gauge the efficiency of each network unless the actual quarter hour rate billed the kingpin accounts were available.

Colgate's The Millionaire (CBS TV) will be available for alternate sponsorshi for the balance of its network run—that is the third quarter of this year.

The probability is that Gulf (Y&R) will again be in there for the summer.

A type of study you hear more and more about as being pursued by agencic relating actual sales to a respondent's recall of a ty commercial.

The projects often have more than the objective of proving to the participating clent that the agency's commercials are getting sales results.

The tabulations—if they tell a good story—can be used as added ammunition who pitching for a package account.

Trendex has decided that for the time being it will add but four new ration coverage markets, instead of the five previously planned.

The new markets, which give the Trendex roster a total of 29: San Francisco, L. Angeles, Seattle and Milwankee.

Is there any visible evidence that the recent critical ruckus over ty programic affected the attitude of marketingmen, sales organizations or distributors in the medium?

SPONSOR-SCOPE this week did a cross-check on this question among high-place management people in agencies particularly loaded with durable goods account and the response was not only consistently but emphatically negative.

As played back to top client levels, the men who call the marketing shots, salesmen and distributors deem, as strongly as ever, to be their No. 1 promotional prop as sales tool and if there has been any untoward public reaction it certainly hasn't rubbed on them.

The pressure is on at CBS TV sales to find some sponsors for the three remaining Woman! daytime specials—list-priced at \$130,000 per hour program.

Network salesmen are "hinting" to agencies that a buy of three half sponsorship (during March and April) might be had at a very attractive figure.

New York agencies will get a peek this week at NBC TV's "dream" nighttin schedule for the 1960-61 season.

The preview of the schedule—the details were wrapped up last weekend—is being give agency by agency via a visiting NBC sales delegation.

For other news coverage in this issue, see Newsmaker of the Week, page (Spot Buys, page 52; News and Idea Wrap-Up, page 60: Washington Week, page 55; SPONSI Hears, page 58; Tv and Radio Newsmakers, page 70; and Film-Scope, page 56.



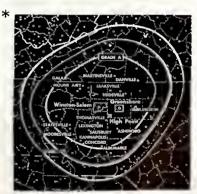
#### PROOF:

In North Carolina's biggest Metropolitan market, total retail sales within WSJS-Television's Grade A Coverage area come to \$1,396,079,000. Only WSJS-Television offers this strong signal strength in its industrially rich Piedmont market.



Winston-Salem / Greensboro











### Reps at work

Robert M. Richmond, Paul H. Raymer Co., Inc., New York, sa that buying and selling spot radio is more complex these days the in former years. "You used to be able to work out a plan for established station that you could count on to bring in the busintime after time. Not any more. Today, timebuyers, faced will

rapidly changing audience patterns, scrutinize markets as they never did before. This means that the rep has to keep on his toes. He may have put together a strong plan based on thorough research. Granted that it's excellent, and has possibly established a market buying pattern, he still must review it constantly. The station that ran last a few months ago may suddenly pop up in No. 1 place, and the rep who hasn't kept



up with the times and revised his story accordingly will find himse in real trouble." Bob feels that the increased amount of research involved in purchasing radio will, "in the final analysis, be all for the good. The more research in station selection, the better the ave age buy and the better the results for advertisers and spot radio

Dudley D. Brewer, The Branham Co., Inc., Chicago, thinks that the buyers and sellers of air media ought to relax tensions, since "they really both on the same team. As the backfield on a football teat cannot function well without a good line, so should the buyers are reps realize their mutual dependence. Station reps should provide



the buyers with all the facts co cerning stations and markets the they require in the simplest possible form. This can be of invaluable aid to the buyer who of that to locate data quickly. The buyer, in turn, should provide the representative with as much car paign information as he can enable him to present the moeffective selections of availability. Once the buy is made, the boought not to be closed. Ever

effort still can be made to improve the schedule." Dudley points of that this is a particularly significant area where maximum efficient can only be obtained through mutual cooperation. "In the constanchange of avails, what might be the best buy today could work of as third best tomorrow. Thus a working agreement between repair buyer always works out to be in the best interests of the advertiser.

Of 3.7, 39.7 and Us

Whether there are 172 ways of making a Martini, as an article in a recent consumer magazine indicates, or only one (youts), the fact remains that most men will agree on one way a Martini shouldn't be made: by a woman. With this small area of agreement, one of the few in a contentious atea, let's look into this manifestation, regarded by some as the true flowering of Western civilization.

The Martini's origins are shrouded in mists of euphoria. It seems natural to assume that a man named Martini must have had a hand in the first history-making marriage of vermouth and gin. Yet no biographical dictionary, no encyclopedia we have readily available, no Who's Who, marks this milestone.

There is, to be sure, an editor's delightful, perceptive commentary: Neither Martinis nor kisses can be stored in refrigerators. The same gentleman is also responsible for the teduction of a Martini's proportions to a precise, didactic 3.7 to 1, which brings us to the heart of a controversy. The English-speaking world, to paraphrase Fowler on split infinitives, may be divided into five groups: (1) those who don't know a Martini from a visitor from Mars; (2) those who don't know and don't cate ("Gimme a bourbon and branch water"); (3) those who know and disapprove; (4) those who figute that a Mattini has enough vermouth in it when the gin comes from a bottle that has shared shelf space with a bottle of vermouth; (5) those who know and distinguish (you and us).

The fifth group unquestionably includes petspicacious people who savor the finer things in life, like WMT-TV, whose top ten programs average 39.7, which is roughly 33% better than the national average, and whose share of audience includes lemon-peel twisters, olive fanciers, no-delicatessen-at-all drinkets, and othets in numbers sufficient to make the station first in all time periods from 9:00 a.m. until sign-off, Sunday through Saturday.

WMT-TV CEDAR RAPIDS—WATERLOO
CBS Television for Eastern Iowa

Affiliated with WMT Radio; KWMT Fort Dodge • National Representatives: The Katz Agancy



TODAY...THE EFFECTIVENESS OF A RADIO STATION IS MEASURED BY THE AMOUNT OF GOODS IT SELLS. And in Sacramento, KXOA sells more cars and related products because it reaches, influences and appeals to more people. Rated first by both Pulse\* and Hooper\*, the right combination of personalities, programming, promotions and power keep KXOA on top throughout the prosperous Sacramento Valley, now 20th in Retail Sales per Household (SRDS). KXOA sells more of everything because it reaches and influences more people.

KXOA-First in Sacramento, California's Capital



NATIONAL REPRESENTATIVES: DAREN F. McGAVREN CO., INC. SOUTH: CLARKE BROWN CO. Affiliated with KAGO (formerly KFJI) Klamath Falls, Oregon, Rep. Paul H. Raymer Co.

"Fu se-Oct. '59. Hooper-Nov.-Dec. '59



### 49th au Madiso

Knocking yourself?

In your 9 January editorial, yo comment that "Sometimes our indutry's vogue for fancy names an labels makes us want to snicker little bit." (And your suggestion well-taken that something more orignal than "the magazine concept" I used to tag the talk about run-oschedule sponsorship.) But yo make me snicker a little bit when yo close your remarks with "But whe should the world's greatest mediutry to copy the format of one that declining fast?"

I supervise accounts with billing in virtually all media-much of it television-so please do not think knock broadcast by this slight d fense of print. My point is simp that most advertising people try come up with the best media solution to help solve a client's individual a vertising problem. I should thin that SPONSOR, "the magazine rad and tv advertisers use"-and which you undoubtedly hope no works also pay some attention would be much more useful if didn't bother to knock magazines a came up with constructive sugtions for re-naming "the magazi concept" for the television network

To help you get started, how abou Sponsor Balance Plan, Audien Scheduling, Viewer-Purchase Pla Impression Insurance,

William B. Everson
account supervisor
MacManus, John & Adams, I
Bloomfield Hills. Mich.

Reader Everson's point is well-taken.
 structive suggestions are needed for remathe "magazine concept," We'll work on it welcome ideas from other SPONSOR readers.

### Sponsor-Scope addendum

I've always enjoyed the concise we sponsor-scope has managed to important things of interest to the broadcasting industry, but I thing your two paragraphs of 9 January on radio usage, based on Nielsen in home data, carry conciseness to the sponsor of the sponso

(Please turn to page 28)

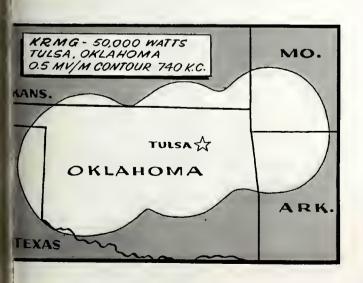
Pulse proves that

RRMG gives you

more for your money
than any other Tulsa
advertising medium

### Regional KRMG

CBS FOR TULSA AND ALL OKLAHOMA



Latest Pulse study shows KRMG ahead of 83 other stations in 61 counties morning and afternoon with 17% share; 20% share evenings. Regional KRMG's 50,000 watts on 740 kc (best frequency in Tulsa) covers an area that accounts for about \$2,740,000,000 in retail sales. For big coverage and big results, use KRMG. Ask General Manager Frank Lane or John Blair for more facts.

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency The Katz Agency The Katz Agency John Blair & Co. —Blair-TV
SYRACUSE	WHEN	WHEN-TV	
PHOENIX	KPHO	KPHO-TV	
OMAHA	WOW	WOW-TV	
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES & GARDENS ● SUCCESSFUL FARMING Magazines



### IN ROANOKE

### LOVES WROV!

**L** Your personalities came through for us beyond our expectations... Over the three-day weekend period our usual sales volume doubled. **JJ** excerpt from a letter written by Charles W. Conner manager, Advertising and Sales Promotion.

THE KROGER COMPANY

Use these WROV personalities and ROANOKE will love you! WYNN ALBY

- BARBARA FELTON KEN TANNER
- # JERRY JOYNES # GARY E. COOPER
- JESS DuBOY DON McGRAW

### ROANOKE, VA.

affiliated with WEET, Richmond, Va. Burt Levine, President

National Rep: Jack Masla Co., Inc. 40 East 49th Street ■ New York City

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#### 49TH & MADISON

(Continued from page 26)

point of leaving something out.

The apparent similarity in radio usage in home during July and October, as reported by Nielsen, overlooks the importance of out-of-home radio. For example, you do not take into account summer auto-radio usage-which data is available from Nielsen, among others. Indeed, no national survey directly rates listening in various out-of-home environments—on the job. for example. or in-transit listening via portables. Some reputable surveys have placed the out-of-home radio factor as high as 40%. We may be sure that the fair-weather months get a larger share of out-of-home listening despite your editor's "in other words, they're listening about the same number of hours regardless of the time of year."

Morris Wattenberg dir. of sls. develop. & research American Broadcasting Co. N.Y.C.

#### Good show!

Page & Shaw has expressed to us its pleasure with the coverage which your magazine gave their Ohio-Michigan promotion, and I know reprints of the article in the hands of their salesmen will work exceedingly well as a follow-up. They have planned to order reprints from your production department and should have the order on its way by this writing.

> Kingsley N. Mever vice president Horton. Church & Goff Inc. Providence

#### Missing-a v.p.

In connection with the article "Who's Who In Media At The Top 10 Radio Tv Agencies" appearing on page 36 of your 23 January, 1960 issue. I should like to point out that Maurice Sculfort has been a vice president of our organization since August, 1959. I wouldn't want his friends to get the impression he had been demoted, as implied in the box on page 38.

> Frank B. Kemp media dir. Compton Adv., Inc. N.Y.C.

With the exception of D-F-S, SPONSOR's information came directly from the companies and was printed exactly as received.



1/2 HR A WEEK FOR 26 SOLID WEEKS GET COMPLETE DETAILS FROM UNITED ARTISTS ASSOCIATED, INC



SHREVEPOR LOUISIANA

> Represented by and Petry & Co.

The Original Station Representative

NBC E. Newton Wray, Pres. & Gen. Vg

e moon is within reach of WMAQ's Sound of the Sixties...the new concept in sound that brings the Chicago area audience the programming it wants. Timely, knowing <u>local</u> news...the latest word on international affairs...up-to-ute traffic, transportation, and weather information...the newest beeps from outer space...tunes and rhythms not programming an adult, <u>buying</u> audience prefers. Chicago is tuned to the Sound of the Sixties!

OUTER DRIVE TO OUTER SPACE



. NBC OWNED . 670 IN CHICAGO . SOLD BY NBC SPOT SALES

MILES



COLUMBUS, GA Georgia Form Bureau Federation Award for Outstanding Service to Agriculture is received for WSB Radio by Form Director Jimmy Dunaway R. from J. P. Duncan, Jr., Federation president, Elma Ellis (L) is WSB program manager



CHICAGO WSB's Jimmy Dunaway (L) receives for the station, the National Safety Cauncil's 1958-59 Public Interest Award for Exceptional Service to Form Safety. The Cauncil's Maynard N. Coe makes the presentation.

### Doubles this time!

Farm Service Award and national Farm Safety Award... both go to Atlanta's WSB

For the fourth time in the past five years WSB Radio was awarded th Georgia Farm Bureau Federation trophy, state agriculture's highest. Frosting was added to the cake when the National Safety Council tapped WSB as the Georgia broadcaste to merit its Farm Safety Award. This is meaningful to advertisers who like to get a bigger buck's worth out of every dollar they send o market. WSB Radio's good job with farm folk is spawned by the sam spirit of public service with which this station also serves its millions of urbanites. Certainly your advertising in Atlanta belongs on WSB Radio.

### **WSB** Radio

The Voice of the South/ATLANTA



### WHICH AGENCIES HAVE THE BEST MEDIA DEPARTMENTS?

### TATION REPS NAME TOP MEDIA SHOPS, GIVE REASONS WHY

Which ad agencies have the best media departnt? And what makes a good one?

Radio and tv station representatives, sampled in tation-wide poll by SPONSOR, nominated five agens as having the best media departments in five gior areas—and gave their reasons why.

The No. 1 choice in each area (all 25 are listed the next page) are Ted Bates in New York, Leo rnett in Chicago; MacManus. John & Adams. De-

troit; Erwin Wasey, Ruthrauff & Ryan, Los Angeles; for the South, Liller, Neal, Battle & Lindsey in Atlanta.

These selections of the station representatives might well be different from other groups, such as agency people or advertisers, had they been sampled. But SPONSOR chose reps for the survey because they (1) have the most continued exposure to the largest number of agencies. (2) see the inner-workings of

### REPS CHOOSE THESE MEDIA DEPARTMENTS IN 5 MAJOR AREAS

Station representatives from all parts of the U. S. responded to SPONSOR's poll asking their nominations for the agencies with the best media departments . . . and why they chose them. The five listed for each market area represent those getting the most nominations. Most important media components appear on next page

### **NEW YORK**

- 1. TED BATES
- 2. YOUNG & RUBICAM
- 3. WILLIAM ESTY
- 4. J. WALTER THOMPSON
- 5. SSCB

### **CHICAGO**

- 1. LEO BURNETT
- 2. TATHAM-LAIRD
- 3. McCANN-ERICKSON
- 4. KENYON & ECKIIARDT
- 5. NORTH ADVERTISING

### DETROIT

- 1. MacMANUS, JOHN & ADAMS
- 2. McCANN-ERICKSON
- 3. CAMPBELL-EWALD
- 4. BBDO
- 5. D. P. BROTHER

### LOS ANGELES

- 1. EWRR
- 2. FOOTE, CONE & BELDING
- 3. J. WALTER THOMPSON
- 4. MILTON CARLSON
- 5. R. II. ALBER

### SOUTH

- 1. LILLER, NEAL, BATTLE & LINDSEY (Atlanta)
- 2. IIENDERSON ADV. (Greenville, S. C.)
- 3. FITZGERALD ADV. (New Orleans)
- 4. TUCKER WAYNE (Atlanta)
- 5. NOBLE DURY (Nashville)

the entire media department and (3 associate with media people on a hour-to-hour, day-to-day basis in quasi-business and business contacts

More than two in three of the representatives responding are in upper echelon management jobs and there fore are in a broad view, detachaposition to see agencies objectively

The largest number of return came also from executives in the big gest representative firms—those oper ating with the most branch offices. Two out of three reps answering an employed by companies with eight of more branches, enabling them to work with a broader range of agencies and in a larger number of cities.

There was significant agreement among these representatives as to the top five nominations for each area. But there was almost unanimous agreement as to what constitutes successful media department.

Most stressed these as the thre vital measures of a successful medi department:

- 1. The department director, hi staff and their work inspires confidence of other agency people—pare ticularly those in account sections—of and of clients.
- 2. There's a broad media concer which encourages staffers to transcend the limitations of tv and radic to approach media buying creative in terms of new and better usage.
- 3. There's a high order of integence and adaptability, with mone to match.

These are the over-all criteria is the appraisal of a media departmen. But representatives listed many more reasons for their particular selection. They have been synthesized for easit reading, and appear in the chart of the facing page listed under the major classifications: administration of the media department (and the agency), the buying function and media relations.

Agencies in markets other tha those mentioned were cited also, a though nominated by reps headqua tering in another buying and sellin center. For example, N. W. Aye and Aitken-Kynett of Philadelphi came in for kudos, as did Campbel Mithun, Minneapolis. The San Francisco sample returned was too sma

(Please turn to page 68)

### WHAT MAKES A TOP-GRADE MEDIA DEPARTMENT?

These are some of the factors station representatives noted in reply to SPONSOR's questionnaire in citing reasons for their selection of those agencies with the best media units. Their answers are classified in three main areas: administration of the department and/or the agency, buying procedures and media relations. All three foster the concept of client, agency and media cooperation

#### **ADMINISTRATION**

\*Their media department has the confidence of clients and contact people on almost an absolute basis; there's total reliance on media's judgment.

\*They have a broad concept of media. Staffers face limitations, of tv and radio and still break through them.

\*This department has a sense of creativity that approaches media in terms of new and better use.

\*Administrators take the time to see where media dollars can pay back for the client, rather than merely adding up Pulse points.

\*The media head is empowered to influence decisions of agency policy.

\*The director at this agency sets a policy of never compromising quality for price and of not sitting on good ideas.

\*There's a high order of intelligence and adaptability at all levels, with commensurate salaries.

\*Their best media people seem to like media and want to build a future in it rather than to use it as a stepping stone.

\*Media executives guide but don't direct, lead but don't order in delegating responsibility and authority.

\*It's an active, results-getting shop and works neither on theory nor shelved notions.

\*Final dispersion of large funds does not rest on the lowest paid people.

\*Well-organized buying groups get detailed strategy reports before buying starts.

\*There are good inter-department relationships founded on respect, cooperation.

\*Department executives are aggressive, willing to use all forms of media research to determine the best buy.

\*Media staffers have direct client contact.

\*There's a stable organizational structure, in media and in the agency.

### BUYING

Buyers at the agency are informed of all phases of account activity.

\*They are encouraged to make fast decisions, enabling them to take advantage of "hot" availabilities.

\*Media people are available at any time for business meetings with reps.

Buyers are specialists, not all things to all people.

\*Their buyers have excellent knowledge of individual stations and markets.

\*They give fast answers after availabilities have been submitted.

\*This agency's buyers remain on an account long enough to know its needs, and aren't shifted haphazardly from one to another.

\*The buyer here avoids impulsive or subjective bias, works systematically and thoroughly.

\*Schedules are reviewed and improved continuously and regularly.

\*Buyers are relaxed and orderly in their placement of schedules.

\*They're not overloaded with clerical detail.

#### **MEDIA RELATIONS**

\*The department director at this agency encourages close-knit, friendly and mutually cooperative and respectful relationships.

\*This agency brings the representative into the thinking and planning behind a buy.

\*Mcdia people explain a purchase to the salcsman, whether he gets or loses the order.

\*They encourage unsolicited recommendations and ideas from time salesmen.

\*Buyers travel to the field occasionally to keep in touch with markets and audiences.

### ANA ACTS ON AD CRITICISM

Association adopts three-point program to stem the 'Crisis' in Confidence' that worries the ad leaders

Special New York meeting maps plans to work with FTC, support NAB Code, set up new advisory council



ANA Chairman Donald S. Frost of Bristol-Myers

#### NEW ANA PROGRAM PLAN HAS THESE THREE PARTS:

- 1. Better relations with the Federal Trade Commission
- 2. Closer liaison with NAB, 4A's, other code authorities
- 3. An advertising advisory council of elder statesmen

ast week in New York, the Association of National Advertisers, in wha its veteran president Paul B. West de scribed as the "first special AN meeting ever called" took significan action to deal with the "Crisis in Confidence" that is currently worryin the industry. (See SPONSOR's two part series on Tv Criticism in 3 January and 6 February issues.)

Nearly 400 representatives of America's top budget advertisers heard FTC Chairman Earl W. Kintner, NBC president Robert Kintner CBS TV president James Aubrey NAB Tv Code Board chairman Dom McGannon and representatives from agencies and other media, outline the seriousness of the crisis.

Then, in a closed session, ANA members voted unanimously on a new three-point program of action to rebuild public confidence in advertising.

Project No. 1. Involves setting up ANA machinery to enable advertisers to work more closely with the Federal Trade Commission "in the interest of developing governmental rulwhich serve the public interest, and allow for the free and effective use of advertising." (See Newsmaker of Week, page 6 and Commercial Commentary, page 12.)

Project No. 2 calls for the establishment of "counterpart committees" of the ANA to work closely with me dia code authorities like the NAB-Tv Code Board, and with the 4A's, is setting up "clear, objective and sour criteria for the determination of what constitutes good taste, propriety an inoffensiveness."

Project No. 3 will create a specia advertising advisory council, composed as chairman Frost and president West explained it to SPONSOR of "industry elder statesmen"—mewith broad business and advertising experience—to serve as advisers, consultants and "moral persuaders" in the drive to assure the credibility an acceptability of advertising.

Composition of the council has myet been determined. See sponso suggestions for the council in Sponso Hears, page 58.

### WHAT NETS ARE DOING TO STIR UP SUMMER TV

Annual william of the Committee of the C

ABC

BEFORE MONTH'S END this network will join its two competitors in drafting some changes in discounts and pricing that should make summer tv a more attractive buy for advertisers. This new plan is expected to be unwrapped at a meeting on 24 February

CBS

OVER-ALL DISCOUNTS UP TO 60% (depending on time periods, etc.) can be earned by advertisers starting in April. Base rate for discount eligibility has been raised 30% over rate established in 1954, but time costs have risen 43%, audiences increased 47%

AT PRESSTIME, this network was breaking out its own barrel of summer sponsorship incentives (along with others) in a plan that would see special summer discounts, a new re-evaluation of both prime and fringe time period discounts, and over-all discounts

### **Summer net tv: new deals ahead**

- The hot weather hiatus may 'go out of style' as BS and NBC offer discounts; ABC will follow soon
- Here's a look at the new ground rules and incenves designed to keep sponsors on air this summer

f summer tv programing matches e networks' summer tv time sales fort, 1960 could see a significant eak with the traditional warm eather tv doldrums. Because the ree tv nets are now embarked on a ash program designed to keep sponers on the air this summer.

The program involves new disbunts and pricing that are expected make summer tv buys so attractive at many advertisers will not be able pass them up. CBS TV announced new plan some time ago to take fect 1 April. NBC TV was taking e wraps off its plan at SPONSOR esstime. The ABC TV rates will be weiled on 24 February when that ptwork holds its presentation at New ork's Waldorf Astoria.

What is taking place right now at e three networks has been described as a "discount razzle-dazzle." Discussions are presently going on between networks and advertisers and what comes out of them may have considerable effect on many areas of tv: on prime time, fringe time and daytime along with summertime.

Here's what the new plans will mean to advertisers:

- Special discounts for summer.
- Realignment of pricing and discounts in various time periods to
  make for more equitable cost structures. Mid-evening periods will have
  higher rates, early and late evening
  will cost less.
- Additional over-all discounts tailored to the size of sponsors' lineups in both night and day periods.

Coincident with the new net discount plans, was a plea yesterday by Norman E. Cash, president of Tele-

vision Bureau of Advertising, for year-round advertising in an address before the Southeast Council of American Federation of Advertising Agencies in Atlanta, Ga.

"Why have you permitted your clients to take an advertising vacation at a time when they shouldn't?" Cash asked. "What is this long-standing axiom of marketing that says summer is different and deserves less? It seems to me that big differences are hard to find, that summer does not deserve less. Certainly the people are there, disposable income is there, and the media usage is there.

"Newspaper circulation," Cash continued, "remains relatively steady during the summer. Magazine circulation doesn't change that much. And in radio, although unmeasured, is outdoors in sizeable numbers. In tv, it is perfectly clear that the same number of people view during the summer day as in any other time of the year. But we know that they don't spend as much time with our medium in summer. So if you want to reach them, if you want to sell them, you should advertise more, not less

onsor • 13 february 1960

### NEW DISCOUNT STRUCTURE OF CBS TV NETWORK

	W Maximum Station-Hour	Time Period	Total	Maximum Station-Hour	UMMER DISCOUNT Time Period	Total	MAXIMUM Year-Round Average (*)
6:00-8:00 PM	15	10	25	15	45	60	33.75
8:00- 8:30 PM	15	0	15	15	45	60_	26.25
8:30- 9:00 PM	15	0	15	15	40	55	25
9:00-10:30 PM	9	0	9	15	35	<b>5</b> 0	19.25
10:30-11:00 PM	15	0	15	15	35	50	23.75
All Other time	15	0	. 15	15	40	<b>5</b> 5	_25

CBS TV over-all discount structure points up dollar advantages of keeping on air through the summer months especially since Nielsen study showed tv homes reached in a summer week are only 4% less than in winter

(\*) Also the Over-all Discount equivalent,

"Would you consider it good business for account executives to take off every Wednesday? Yet advertising's Wednesday is summer.

"No longer can we cling to outmoded ways of doing business." he said. "No longer can you afford to coast through summer... No longer can you afford to give the competition a break during the summer. No longer can you afford not to extend product habit into new selling seasons.

"Perhaps we haven't eliminated the cart-before-the-horse approach in marketing. Advertising must lead sales. Sales must keep pace with production. This is another must: American industry must maintain maximum production throughout the year. There can be no summer slump when high labor costs and built-in capital commitments must be amortized. And certainly there can be no summer slump when we face the growing competition of foreign economic systems."

While each network has been working out its own plan, it is reasonable to expect—since the CBS TV and NBC TV plans follow a fairly similar pattern—that when ABC TV's drafting is revealed, it will cover the same general points.

Naturally, the biggest point of all is the discount. For the advertiser

there is no greater incentive; here are real dollars that come back to him in a sizeable quantity and which he can reinvest in tv. A \$½ million discount on a nighttime buy, for example, might make it possible for him to buy an additional string of 50 or more quarter-hours in daytime tv.

With ABC still to be heard from, what is the picture to date? Here is a wrap-up of the CBS plan that goes into effect this April.

The CBS plan, in brief, offers new discounts in three areas: (1) a time period discount for advertisers using the net for 13 or more consecutive weeks; (2) a station-hour discount for advertisers on for 26 or more consecutive weeks: (3) an over-all discount to advertisers using a weekly minimum of \$130.000 gross billing for station time or who average such weekly minimum in consecutive two-week periods during 52 consecutive weeks of a discount year. The latter is in lieu of the two former discounts. (See chart above.)

In addition, and here is a big summer incentive, an advertiser eligible for an over-all discount will be entitled to (in lieu of any other discounts) a discount applicable to gross billings for programs broadcast during the summer season that exceed the advertiser's average weekly gross

billings for regularly scheduled programs during the preceding winter season of from 50% to 60%.

The time periods and discounts for this are:

6 to 8:30 p.m.	60%
8:30 to 9 p.m.	55%
9 to 11 p.m	50%
All other times	55%

At the same time that CBS TV and nounced the new discounts, it also announced an increase in dollar volume requirement for the over-all discount the first in five years. The weekly base of \$100,000 established in 1954 has now been advanced to \$130,000. an increase of 30%. However, it was pointed out by William S. Hylan, virg president of sales administration, that the move was consistent with other measures of tv's rapid and continuing expansion. While the base rate change amounts to a 30% increase, network time charges have increased by 437 and the national tv audience has gon up by 47% during the same period

At NBC TV. the new plan takes the following form:

Special summer discounts have been introduced—not especially for current advertisers who already are deriving considerable over-all discounts for staying on the air for 52 weeks—but to attract new business. New business, after 1 April when the lan goes into effect, will get these aticing summer discounts.

In prime periods, the discount has ot been raised, but in fringe time, ne net has readjusted to meet cometition.

"With the new discount plan," says seph J. Iaricci. NBC TV director of des administration, "discount comutations will be influenced greatly the season and by the clock."

Basically, NBC has broken its roadcast day into five periods:

- (1) Daytime.
- (2) 6 to 8 p.m. Mon. through Fri. and 1 to 6 p.m. on Sat. and Sun.
- (3) The half-hour time period between 8 and 8:30 p.m.
- (4) 8:30 to 9 p.m. and 10:30 to 11 p.m.
- (5) Prime evening time 9 to 10:30.

The highest discounts offered are in the No. 2 category while the lowest iscounts apply in category No. 5.

NBC's over-all discounts coupled ith the special summer ones are degned to keep tv advertising stable trough the year.

Thus, with pricing being made ore attractive, it is possible that immer hiatuses may be fewer this ear. The only question is: Will the me be put to best advantage, or will epeats and re-runs once more marke summer ty scene?

Here's what A. C. Nielsen Co. has arned about summer tv audiences:

- While there is about 30% less me spent viewing in summer than the peak of the winter tv season, in a course of a summer week there is more than a 4% dip between the vo seasons.
- A summer network tv show that ontinues its winter format with new aterial does best of all.
- A summer replacement usually pes not fare well with viewers.
- A summer re-run series holds • moderately, but nothing like the • tow with new material in the same rmat.

So it is possible that eventually consors may be able to plough back to their summer programing some the discount money they save by aying on the air. If this happens, it all well mean an increase in twewing during the summer.

ONSOR



HITCHED to wagon of Pepperidge Farm turnovers, WIOL-TV's Kitty Jackson calls on buyers

## TOLEDO TV SPARKS BIG TURNOVER TURNOVER

he girl above with the sunshine smile is not carting home a little red wagon to her son; she's making the rounds of grocery buyers and executives with a new product that ended up moving faster than lightning.

It all started last November when Pepperidge Farm, to introduce and promote its new packaged frozen turnovers in the Toledo market, ran a local tv spot campaign. Beginning 9 November through 19 December, 10 spots were scheduled weekly spread throughout the telecast day.

About a week after the spot schedule started, Pepperidge Farm launched a special promotion in cooperation with WTOL-TV, sent out the station's merchandising gal Kitty Jackson with 18 little red wagons stuffed with Pepperidge Farm Turnovers.

Her job: to visit area grocery buyers and executives, let them know about the frozen pastries and the introductory saturation to spots.

Piling pastries and wagons into her Fiat 500, Kitty two-cylindered her way around Toledo, reaching A&P, Kroger chains, distributors and Lee W. Hilewick Co., area dealer for Pepperidge. Buyers were impressed and willing to take her advice "to stock and display Pepperidge Farm Turnovers, then sit back and wait for the big turnover and big profits."

The waiting wasn't long, the advice well-taken. Viewers flocked to the stores for their first sampling of the Pepperidge Turnovers, they'd seen advertised on tv. (Distribution of the spots had consisted of two in the Big Show, one in Hollywood Spectacular, three in Jack Paar breaks and one in evening time, three in daytime network breaks.)

As a result of the spot campaign and Kitty Jackson's efforts, Pepperidge Farm, reports area dealer Lee W. Hilewick, turned over "160.-452 frozen packages of turnovers."

From Kitty Jackson came this exultant comment: "I had a field day in every sense of the word . . . And if I'm lucky, may be next year I can be Miss Whole Wheat!

# SMART RADIO-DETROIT STYLE

- ★ Ken Jones of Campbell-Ewald gives his reasons why the sounds of radio can sell cars—or anything else
- First step toward successful radio commercials: good writing by experts who take the creative time needed

#### BY KENSINGER JONES

v.p., tv/radio creative director Campbell-Ewald Agency, Detroit

Whether you're selling automobiles or zebras or anything in-between, the essentials are the same for all good radio commercials.

A solid message. entertainment or interest value, skillful writing and proper production are common requisites. While there are problems peculiar to the preparation of auto commercials—some circumstances not found in other fields—the basic ingredients for good selling by sound

are the same for cars or canned goods.

One of the challenges to the auto ad writer is that of translating the technical and mechanical terms, the trade names of the industry, into acceptable and understandable language. How, for instance, do you explain Turbothrust engines and Turboglide transmissions and the relationship between them in a radio commercial? (We did this, once, in a commercial called "Tweedledum and Tweedledee.")

Then, too, in auto radio commercials the agency must be geared for apid changes in strategy to kee,

CAREFUL PLANNING and creativity produce best radio commercials, says Ken Jones, v.p. at Campbell-Ewald, Detroit, Shown (I to r).

Glenn Wilson, asst. group copy supvsr.; Don Frankman, writer; Bruce Lofgren, production; Bob Murphy, writer; Bob McTyre, coup supvsr.



pace with the client's problems. The commercial that is working today might not work tomorrow. Sometimes, an entire radio campaign has to be switched within a few days. This means new scripts, all-night production sessions and new pressings for hundreds of radio stations. You have to be geared to do this.

It is true that in the automotive advertising field the product is the same for a model year. The selling strategy is not, however. It has to be fluid, depending on the market, the competition and changing economic patterns. Your radio work must be sensitive to these changes.

There is another factor peculiar to automobile commercials which works both ways. Some admen consider it a problem, although in our own experience it frequently serves as an aid.

I refer to the pressures from the lealer organization. In the automobile industry, dealers take a keen, personal interest in the advertising presented for their products. And hey transmit their reactions and deas to the client immediately. The igency must be prepared to evaluate properly these dealer impressions and ecommendations.

Dealer observation can prove a selp to the agency for they provide a sew look, a different view of our commercials. We make a practice of hecking through the dealer reactions or that very purpose. While a dealer in Utah may not be an advertising xpert, he does sell cars and his houghts on what is appropriate for ales in Utah (or anywhere else) hould get careful consideration.

These are some areas in which raio commercials for cars differ from ne norm. Basically, however, that hich makes for a successful comnercial in the automotive field ap-

lies to any product.

The validity of these "guideposts" semed to be borne out when we rently studied 10 radio commercials elected by the Radio Advertising Busu as "best of the year." Certain haracteristics are common to all. All re beautifully produced. All are fund listen to. Not one is dull. All of the contain good ideas which are interestingly delivered to the listener although some make a greater sell-



Kensinger Jones, v.p. and creative director of the tv/radio department at Campbell-Ewald, Detroit, lists below four guideposts to the preparation of strong radio selling copy. Points apply to all products despite his heavy experience in automotive (the giant Chevrolet account).

He's produced more than 400 radio programs; has written net tv and radio shows, feature stories, music revues. He's a former copy group supervisor at Leo Burnett, Chicago

## **GUIDEPOSTS TO GOOD RADIO COPY**

**1.** THE COMMERCIAL must give the listener an interest or entertainment bonus. It must give people a really good reason to keep their ears on what is being said. In fact, if the commercial is good enough it will actually heighten interest in listening.

2. THE MESSAGE IS ALL-IMPORTANT, must never be overshadowed by technique. If a bon vivant type of salesman with the greatest collection of jokes in the world forgot to say anything about his product, he would soon find his expense account cut off. If our radio commercials don't sell, we should lose our radio budget.

3. EVERY SINGLE WORD must be the best possible word for a particular commercial. Mundane, uninteresting, uninspired sounds and syllables have no place in any radio commercial. Each spot must be given its own individual touch.

4. TOP-FLIGHT PRODUCTION is an absolute must. There has to be real cooperation between writer and producer to bring out the full potential of the words.

ing impression than others).

\$118 MM

These are some objectives we seek in commercials for our client. Chevrolet. We reach a lot of listeners through a heavy schedule of radio news supplemented by spots. Our media department has given us "creative" types an opportunity to reach a good, big audience. We can't plead infrequency, if radio isn't working for us. In order to keep faith with (Please turn to page 71)

39



North American Van Lines, found new network tv show could haul their international moving business over seasonal slumps into year-round profits. build a strong national image for the company name, and tie in, as well as promote, the activities of their local agents throughout the country.

## WHY THEY MOVED TO NET TV

and the second of the second o

- ► North American hauls with net tv for first time to build image nationally and stimulate year-round sales
- Local agents also participate via offering a 25¢ booklet, and picking up share of tab, to boost stature

North American Van Lines, world's largest long-distance movers, is on the move again—but this time with a new haul: net tv. Taking its first, but by no means timid, plunge into the medium, the Ft. Wayne, Ind. company has invested 95% of the consumer budget in a new ABC TV series, Championship Bridge with Charles Goren.

A major venture for North American, it required a good deal of forethought and study before the project could be undertaken. For one thing, neither the client nor its agency, the Biddle Co. of Bloomington, Ill. had had any previous experience with tv. (North American's only other use of air media had been a two-year stint sponsoring five minutes of news on NBC's Monitor.)

Another problem was cost. Alternate sponsorship for 26 weeks of the *Bridge* series, came to \$800,000. In addition the "mass" aspect of ty gave

rise to a third consideration: how to build a national image and at the same time tie in with local agents in each territory.

Tie-in was solved with "Bridge Tips," a 25¢ booklet by Charles Goren, which North American offers to viewers. To obtain the booklet, the viewer is asked to send a 25¢ coin to his local North American agent, listed in the Yellow Pages. "This boosts the identity of the local agent and gives us definite leads on prospects," said NA ad manager Louis Hoffman. The leads come from a coupon insert in each booklet which readers are invited to fill in with their approximate moving date and mail to their local agent.

"Although our North American commercials are purely institutional," explained Hoffman, "the tie-in at the local level has made our agents very happy."

As for ironing out the long-line

hauler's other problems—chief among them, seasonal marketing—North American's president James Edgett told SPONSOR recently at the company's Ft. Wayne headquarters, "The moving season is generally limited to the four months of June through September. During the other eight months business is so slow that the truckers can literally retire.

"We at North American feel, however, that sales can be stimulated and the eight ordinarily dull moving months used to good advantage by telling prospects about the ease of a North American move."

Tv seemed to be the way to do this, but first a way had to be found to reach people on the move—or about to. In November, 1958, NA agency, the Biddle Co., began extensive market research to determine the specific types of individuals and families who comprise most of the interstate household goods moving market. Out of this quantitative field study, conducted on a national scale, emerged a profile of the modern mobile American and his family, who, briefly, look like this: married couple between the ages of 25 to 35, with or without children, averaging an annual income of \$7,500 or better.

Working from this sample group,

Biddle researchers estimated that 595.000 families would move interstate between 1 April 1959 and 31 March 1960.

Further audience profile analyses of many network shows to see how they matched the client's sample group, resulted in choice of the Championship Bridge show. Both NA and Biddle felt its audience was tailor-made for the modern mobile American. for the following reason:

When Walter Schwimmer, producer of sports shows Championship Golf and Championship Bowling, conceived the idea of producing another such show around bridge, he had his company check out the findings of a J. Walter Thompson study of bridge players made for the Association of American Playing Card Mfrs.

The study revealed that the greatest percentage of contract bridge players are 21 to 31 years old, sec-

ond largest group between 31 and 41. These figures sold North American on the series and provided Biddle researchers with sufficient evidence for some significant predictions:

1) Program (carried over 181 stations) would attract loyal viewers, many to the point of fanaticism with the game. Thus the Class C time slot (Sundays, 3:30-4 p.m.) would not affect ratings.

2) Strongest appeal of the program was to the age group of the North American mobile family, meaning a greater return per dollar, more action per viewer.

3) Show would draw great local agent interest, as well as audience reaction, thereby creating favorable public relations for North American.

"Our choice of time slot," noted Erling Anderson, Biddle v.p. and account executive for NA, "is based on the low competitive factor during the mid-afternoon hours on Sundays. There are few kid shows scheduled then, and no other network shows for family viewing. As a result, we have come up with a larger viewership than we could get from our particular age group at any other time."

On the local level, while agents shared enthusiasm for network advertising from the outset, they were not particularly impressed by the choice of the Bridge show. Participation in the venture, however, had certain advantages. North American franchised agents derive their incomes from three sources: packing. hauling and storage. And while North American itself is concerned only with their long-line haul activity. participation in the Bridge commercials gave the agents an opportunity to get bonus plugs for their other activities as well. This, and a chance

(Please turn to page 73)

BRIDGE TACTICS are discussed by Walter Schwimmer (1), exec. producer of Championship Bridge, and Charles Goren, star, during production of the series, as Helen Sobel and Lee Hazen, championship American team, listen. North American has alternate-week sponsorship of the series





THRUST for Wanamaker's "Satellite Sale" came from Tribune station-innovated space age exhibit set up at Westchester store with Army's help

## Radio-a Wanamaker salesmaker

- Chain promotes Yonkers outlet with heavy spot lineup; combines direct sell with community identity
- ✓ Keeps in daily touch with suburbia via two *Tribune* stations; uses 'Gabby' Hayes to sharpen tradition image

When the *Titanic* sank in 1912, David Sarnoff broadcast the news from the rooftop station at John Wanamaker's New York department store. Sarnoff and Wanamaker's have been in radio ever since.

For its present-day New York area store, located in Yonkers, Wanamaker's makes extensive, varied use of Herald Tribune network stations WVIP, Mt. Kisco, and WVOX. New Rochelle. The formula consists of direct sell institutional advertising, and public service programing.

Wanamaker's was founded in Phil-

adelphia in 1861 by a man who was William Henry Harrison's Postmaster General, who formed the first American Red Cross organization and sold the first Ford automobile—a beginning that was to give the department store a firm place in American history. And it is this century-old tradition that has become a prominent copy theme in the Westchester Wanamaker radio campaign created by WVIP manager Tom Paris.

Main vehicle for the heavily institutional promotion is "Grandpa" and his "family," focal point of numerous John Wanamaker e.t.'s. Played by bearded western screen star "Gabby' Hayes, Grandpa represents the "good old days." which he extrols in his folksy, frontier manner. In chatting about the past, Gabby brings in references to Wanamaker's, which also wa around at the time. Members of his "family," meant to typify moder suburbia, appear with him on the e.t.'s and talk about the store's current importance.

Here's how a typical commercisounds:

Grandpa: What in tarnation have yo been doing up here in the atticulant?

Jane: Just getting rid of old clothe Grandpa! You never throw awa anything.

Grandpa: Say, that suit you g there looks like my John Wanams er all-wool three-dollar-suit! You'r

(Please turn to page 68)

# More agencies, clients buy net tv

Nielsen comparison shows total agencies purchasing programs and/or segments in '59 at 103; was 93 in '57

The list of agencies and advertisers buying network tv has been growing.

A Nielsen analysis for sponsor, eovering four-week periods during November-December, disclosed that 103 agencies bought one or more programs or segments in 1959, eompared with 93 in 1957 (see chart).

A tally of advertisers during the same general period revealed that

207 hought web tv in 1959, eompared with 168 in 1958, 178 in 1957.

The agency analysis is not a measure of time bought. It eovers the number of different segments and/or programs bought during a week's time and includes, as well, alternate week buys and specials. Programs and segments are weighted equally.

So far as time purchased goes,

Nielsen data show 159 sponsored half hours at night in 1959 and 141 during the same 1958 period. Sponsored daytime quater hours totaled 887 in 1959 and 1,075 in 1958.

While more agencies are involved in network tv, the top ad houses are still grabbing the lion's sharc. A comparison, based on SPONSOR figures, shows that among the top 50 radio/tv agencies, the top 10 share of web tv billings was 57.6% in 1957, the same in 1958 and 58.8% in 1959. Shares for the top 20 are, respectively 79.4, 78.2 and 79.5%.

## RANGE OF AGENCY NETWORK TV ACTIVITY (daytime and nighttime)

Total agencies	103	97	93
30+	8	6	4
21-30	. 8	4	3
11-20	8	11	5
1-10	79	76	81
No. Programs or Segments	Nu 1959	mber of Agenc 1958	ies 1957

Source: A. C. Nielsen, November-December each year.

## AGENCIES BUYING 21 OR MORE PROGRAMS AND/OR SEGMENTS\*

N. W. AYER	FC&B			
TED BATES	GREY			
BBD0	LENNEN & NEWELL			
BENTON & BOWLES	McCann-Erickson			
LEO BURNETT	SSCB			
D-F-S	JWT			
EWR&R	WADE			
WM. ESTY	Y&R			

\*1959 onl

## 1. THIS MONTH IN NETWORK TV

Specials scheduled during four weeks ending 11 March

PROGRAM (NETWORK)*	COSTS	SPONSOR, AGENCY, DATE	PROGRAM (NETWORK)*	COSTS	SPONSOR, AGENCY, DATE
T&T Telephone Hr. (N)	\$275,000	AT&T, N. W. Ayer; 2/12, 2/26, 3/11.	Paris A La Mode (N)	\$225,000	Chesebrough-Ponds, JWT, 2/29
irt Carney (N)	225,000	AC/UMS, Camp-E., 3/4	Playhouse 90 (C)	150,000	American Gas, L&N All- state. Burnett; Rey-
CBS Reports (C)	57,500	Bell & Howell, McCann- E., 2/15	Pontiac Show (N)	275.000	nolds, Esty; 2, 24, 3/7 Pontiac, MacManus, J&A,
Sitadel (A)	275,000	General Mills, BBD0; Westclox, BBD0; 2/19	Project 20 (N)	60,000	2 24 Purex, FC&B, 2/19
ing Crosby Show (A)	300,000	Oldsmobile, Brother, 2/29	Show of the Month (C)	275,000	DuPont, BBD0; 2/18, 3/5
evil and Daniel Webster (N)	230.000	Rexall, BBDO, 2/14	Frank Sinatra Show (A)	300,000	Timex, Doner & Peck,
ob Hope Show (N)	320,000	Buick, McCann-E., 3/7	Young People's Concert (C)	90,000	Shell Dil, K&E, 3/6
lagic and the Real (N) ur American Heritage (N)	230,000 230,000	Breck, Reach-McC., 3/6 Equitable, FC&B, 2/21	Winter Olympics (C)	440,000	Renault, Kudner; 2/18, 2/20, 2/23, 2/26

Vetworks: (A) ABC TV; (C) CBS TV; (N) NBC TV.

# 2. NIGHTTIME COMPA

	1	SUNDAY	Y	1	MONDA	Y	7	TUESDA	AY		
6:00	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC		AI
- 6:30		Small World Olin-Mathlesoo (D'Arcy) D-F \$30,006	(Daniel &	t							
		Twentieth Century Prudential (B-McC) D-F \$35,000	Saber of London Sterling (DFB) My-F \$28,000		D Edwards Amer Home (Bates)	News Teraco (C&W) N-L \$5,5001		No net service  D. Edwards Am. Home (Bates)	News Texaco (C&W) N-L \$5,500†		
7:00	Coit .45 Whiteball	Lassie	Overland Trail (7-8) Standard Brand:		No net service			No net service	:		1
	(Bates) alt Block Drug (SSCB) W.F \$13.80	Campbell Soup (BBDO) A-F \$37,000	(Bates) P. Lorillard	John Daly News	D Edwards Amer Home (repeat feed)	News Texaco (repeat feed)	John Daly News	D Edwards Am. Home (repeat feed)	News Texaco (repeat feed)	John D	-
7:30 8-00	Maverick (7:30-8:39) Kaiser Co (Y&B) Drackett (Y&B) W-P \$78,000	Dennis The Menace Kellogg (Burnett)	Overland Trail John Breck (Reach McClinton)	Cheyenne (7:30-8:30) Raliston (Gard.) Am. Chicle (Bates) Bitchie (K&E) W-F \$82,500	(Bates) V-L \$27,000 CBS Reports	Riverboat (7:30-3:30) Sterling DFS Norma (SSCB Stand Brands (Bates) Sunshine Bisc. (C&W)	Brn & Wmso Nat'l Bisc. Helene Curtis Ritchie	No net service Winter Olympics 7:30-5:301 ●	Laramie (7:30-8:30) L&M (Mc-E) Sunshire Bisculta (C&W) Colrate (Bates) W-F \$55,000	,	
8:30	Maverick	Ed Sullivan (8-9) Colgate (Bates) alt Kodak (JWT) V-L \$85,800		Cheyenne Johnson & J (Y&R) Armour (FCB) P&G (B&B)	The Texan Brown & Wmsn (Bates) W-F \$37,000	Riverboat	Sugarfoot (7:30-8:30) P&G Am. Chicle, Carnation, Gen Mills, Ludens, W-F \$82,000	Dennis O'Keefe Oldsmobile (Brother) Sc-F \$38,000	Warner-Lambert (Lam & Feasley)	More	SE.
8:30	Law Man B. J. Reynolds (Esty) Whitehall (Bates) W-F \$41,000	Ed Sullivan	Sunday Showcase	Bourbon St. Beat (8:30-9:30) Brn & Wmsn (Bates L-O-F (FSR) P&G (B&B) A-P \$80,500	Father Knows Best Lever (JWT) alt Scott (JWT) Sc-F 139,000	W-F \$47,000	(Compton) W-F \$40,000	alt Philip Morris	Ford Startime (5:20%:30) Ford (JWT V-L \$230,001 average)	Kodak Qeak	iz iz
9:00	The Rebel L&M(DFS) alt P&G (Y&E) W-P \$42,500	G. E. Theatre Gen Electric (BEDO) Dr.F \$51,000	(9-10)	11/4/201	Danny Thomas Gen Poods (B&B) Sc-F \$47,500	(DCS&S) alt R. J. Reynolds	W.F 128 000	Tightrope Pharmaceuticals (Parkson) alt Am Tob SSCB) My·F \$33,009	Ford Startime	Hawaii (9:3i- Carter Whit (Be My-P	* THE
9:30	The Alaskans (9:30-10:30) L&M. Armour A-F \$77,500	Hitcheoek Presents Bristoj-Myers (Y&R) My-F \$39,000	The Chevy Show	(6:30-9:30) Adv. In Paradise (9:30-10:30) L&M (McE) Armour (PCB) Carnation (EWRR)	(B&B) Sc-F \$10,000 Playhouse 90 9:30-11 ●	Dr. F \$39.000	Whitehall (Bates) Brown & Wmso (Bates)	Red Skelton Pet Milk (Gardner) alt S. C. Johnson (NL&B) CV-L \$52,000	Arthur Murray Lorillard (L&N * alt Sterling (DFS V-L \$30,092)	Am. Ba Har I	1
10:00	The Alaskans Johnson & J. DuPont, Anahist, 7-Up	Benny alt Gobel Leter (JWT) VC-L \$47,000	alt Philip Mor-	Adv. In Paradise Reynolds Metals (L&N) Ludeo's (Mathes) Frank Sinatra	Hennessey Lorillard (L&N) alt Gen Foods	Plymouth (Ayer)		(Burnett)	A-F \$31,000	Miles	
10:30	21 Beacon Street P. Lorillard (L&N) A-F \$11,500	What's My Line Kellorg (Burnett) Florida Citrus (B&B) Q-L \$32,000	No net service		Dr.F \$14,000	Paris A La Mode	Keep Talking Mutual of Omaha (Bozell & J) Q-L \$18,000	S. C. Johnson	No net service	Wed.	F. 10

### Specials, see page 43.

They do not include commercials or time charges. This chart covers period 13 Feb.-11 Mar. Program types are indicated as follows: A) Adventure, (Au) Audience Participation. (C) Comedy. (D) Documentary. (Dr)

<sup>\*</sup>Color show, triCost ia per segment. Prices do not include enstaining, participating or co-op programs. Costs refer to average show costs including talent and production. They are gross (include 15% agency commission).

# AGRAPH

## 13 FEB. - 11 MAR.

										<u> </u>
NESDAY		THURSDAY  ABC CBS NBC			FRIDAY  ABC CBS NBC			SATURDAY  ABC CBS NBC		
-	NBC	ABC	CB3	NBC	ABC	CBS	NDC	Abc	003	1100
srds Sates) Foods	News Texaco (C&W) N-L \$8,500††		D Edwards Amer. Home (Bates) alt Philip Morris (Burnett) N.L. \$9,500†	News Texaco (C&W) N-L \$6,500††		D Edwards Parliament (B&B) alt Amer. Home (Bates)	News Texaco (C&W) N-L \$8,500††			
ervice	News	John Daly News	No net service	News	John Daly News	No net service D Edwards	No net service News			
acqs	Texaco (repeat feed)	aust	Amer. Home alt Philip Morris (repeat feed)	Texaco (repeat feed)	sust	Parliament ait Amer. Home	Texaco (repeat feed)			
Juest :30) **shop ** Coe) **open) **000 ** wks.)	Wagon Train (7:30-8:30) Ford (JWT) W-F \$78,000	Gale Storm Wamer-Lambert (Lam & F) Sc-F \$30,000	To Tell The Truth Carter (Bates) alt Toni (North) Q-L \$22,000	Law of The Plainsman Sunshine Bia. (C&W) alt open W-F \$30,000	Walt Disney Presents (7:30-8:30) Mars (Knox-B) Hill (Ayer) A-L \$94,000	Rawhide (7:30-8:30) Lever (JWT) Parliament (B&B) Vick (Morse)	People Are Funny Greyhound (Grey) Bulova (Mc-E) Q-F \$24,000	Dick Clark Show Beech-Nut Life Severs (Y&B) Mu-L \$14,500	Perry Mason (7:30-8:39) Colgate (Bates) Parliament (B&B) My-F \$80,000	Bonanza (7:30-8:30) L&M (Mc·E) RCA (JWT) Miles (Wade) W-F \$18,000
e 90	Wagon Train R. J. Reynolds (Esty) Nat'l Bisc. (Mc-E)	Donna Reed Campbell (BBDO) alt Johnson & J (Y&R) Sc-F \$38,000	Betty Hutton Gon Foods (B&B) Sc-F \$45,000	Bat Masterson Sealtest (Ayer) Hill Bros. (West Coast) W-F \$38,000	Walt Disney Presents Canada Dry (Mathos) Derby (Me-E) Ward Baking	Rawhide Colgate (Bates) Peter Paul (DFS) Pream (B&B) Nabisco (Mc-E)	Trouble Shooters Philip Morris (Burnett) H-A Co. (Scott) A-F \$39,500	john Cunther's High Road Ralston (GB&B) Dr-F \$31,000	Perry Mason Sterling (DFS) Gulf (YAR) Hamm (C-M) DuPont Show of Month (7:30-9)	Bonanza segs open
7. Space   acco   D)   .Y&R)   138,000	Price is Right Lever (OBM) alt Speidel (NC&K) Q-L \$21,560	The Real McCoys P&G (Compton) Sc-F \$39,000	Johnny Ringo S. C. Johnson (NLB) alt P. Lorillard (L&N) W-F \$36,000	ohnny Staccato BrisMyera (Y&R) alt R. J. Reynolds (Esty) A-F \$37,000	Man From Blackhawk Miles (Wade) alt R. J. Reynolda (Esty) W-F \$38,000 The Citadel	Hotel D'Paree Kellogg (Burnett) alt L&M (Mc-E) W-F \$43,000	Specials (8:30-9:30) various sponsors	Leave It To Beaver Ralston (GB&B) Vick Chemical (OBM) Sc-F \$30,000	Wanted Dead or Alive Brn & Wmeen (Bates) Kimberly-Clark (FC&B) W-F \$39,000	Man & Challenge R. J. Reynolds (Esty) alt Chemstrand (DDB) A-F \$36,000
onaire Bistos) -42,600	Perry Como (\$-10) Kraft (JWT) MuV-L \$125,000	Pat Boone Chevrolet (Camp-E) MuV-L \$61,000	Zane Grey S. C. Johnson (NL&B) alt General Foods (B&B) W-F \$15,000	Bachelor Father Whitehall (Bates) alt Am Tob (Gumbinner) Sc-F \$42,000	(9-10) Am. Chicle (Bates) Whitehall	Desilu Playhouse (9-10) Westinghouse (Mc-E) Dr-L \$90,000	Specials	Lawrence Welk (9-19) Dodge (Grant) Mu-L \$45,000	Mr. Lucky Lover (JWT) slt Brn & Wman (Bates) A-F \$13,000	The Deputy Kellogg(Burnett) alt Gen Cigar (Y&R) W-F \$39,000
t a t Esty) yers ) 37,000	Perry Como	Untouchables (9:38-10:30) Anahist (Bates) Armour (FCB) 7-Up (JWT) Luden's (Mathes) My-F \$80.000	Markham Schlitz (JWT) My-F \$39,000 DuPont Show of Month (9:30-11) ●	Ernie Ford Show Ford (JWT) CV-L \$42,000	77 Sunset Strip H. Bitchie (K&E) B. J. Beynolds (Esty)	Desilu Playhouse Winter Olympics (9-10)	Masquerade Party Hazel Bishop (Donahue & Coe) sit Block Drug (Grey) Q-L \$18,000	Lawrence Welk	Have Gun, Will Travel Whitehail (Bates) alt Leter (JWT) W-F \$10,000	World Wide 60 (9:30+10:30) sust
# Hr # 0-11) # eel #   ) 30,000	This Is Your Life P&G (Burnett) I-L \$52,000 Pontiac Show (10-11)	Untouchables Lewis Howe (Mc-E) Carnation (EWRR)	Revion Revue Revion (W&L) V-L \$175.000	You Bet Your Life Pharmacouticals (Parkson) ait Lever (BBDO) 2-L \$53,000	Robert Taylor's Cap't of Detectives P&G (B&B) My-F \$45,000	Gen Food (Y&R) alt Kimberly-Clark (FCB)	Cavalcade of Sports Gillette (Maxon) (10-concl) Sp-L \$55,000	Jubilee, U.S.A. (10-11) Massey-Ferguson (NL&B) Mu-L \$20,000	Gunsmoke L&M (DFS) alt Sperry-Rand (Y&R) W-F \$12,000	World Wide 60
2atre 9-11)	Wichita Town P&G (B&B) W-F \$38,000	Take Good Look Dutch Masters Cigars (EWRR) alt open Q-L \$36,000	Revion Revue	Lawless Years Alberto Culver (Wade) V-F \$28,000	Black Saddle L&M (Mc-E) alt Alherto Culver (Wade) W-F \$38,000	Person to Person Pharmaceuticals (Parkson) alt All State (Burnett) I-L \$\$40,000	ackpot Bowling Bayuk (Werman & Schorr) Sp-L \$3,000	Jubilee, U.S.A. Wmson-Dickie (FSR)	No net service	Man From Interpole Sterling (DFS) A·F \$25,000

rama, (F) Film, (I) Interview, (J) Juvenile, (L) Live, (M) Misc, (Mu) Music, (My) Mystery, (N) News, (Q) Quiz-Panel, (Sc) Situation formedy, (Sp) Sports, (V) Variety, (W) Western, †No charge for repeats.

L preceding date means last date on air. S following date means atarting date for new show or sponsor in time slot.

# WHEN SPONSOR WAS ONE YEAR OLD . . .

SPONSOR began life as a monthly in November, 1946. It operated (and still does) on a simple editorial premise: Every word must help the radio/tv buyer in his appreciation and use of air advertising.

10

When SPONSOR was one year old we took our readers behind-the-scenes with "One year in the life of SPONSOR," a factual report on our objectives, methods and progress. This was followed by "Two years in the life of SPONSOR," then "The first 8,000 pages."

These intimate glimpses of a trade publication were well received. But somehow the idea was lost in the hustle and bustle of the air age.

We've been asked to revive these reports and we're glad to oblige.

## THE FIRST TH

N its first 13 years SPONSOR grew from monthly to be weekly to weekly; its staff from seven to 40; its press-ru from 8,000 to 15,000 copies per issue; its annual advetising revenue from \$50,000 to well over \$1,000,000; it agency/advertiser popularity from "also-ran" in the ear broadcast magazine readership surveys to a dominant firm in all surveys made independently since 1958.

These are some barometers of progress. But what make SPONSOR click?

Here are some of the answers:

#### WE SERVE THE MAN WHO FOOTS THE BILLS

We always have. The temptations to branch out editorial (and thus enlarge our advertising opportunities) have bee constant. But we've resisted these temptations. We know we can't be all things to all people. So we continue to contrate on helping the timebuyer, account executive, a manager, and the others involved in radio/tv buying, to a better job.

#### WE'RE A CRUSADING MAGAZINE

Ever since our birth we've fought hard for worthwhile is dustry improvements. We antagonize some with our stand we don't allow expediency to direct our policies. We's fought for an RAB, TvB, sane use of ratings, establishme of a federated NAB (several years back), a new name spot, spot radio and spot tv billing figures. When many we sounding the death-knell of radio as tv zoomed into significant SPONSOR released its memorable and factual series, "Radio is Getting Bigger." Right now we're underwriting one of the toughest projects of our career: how to lick the paper with hurting spot at ad agencies. A hard-working committee industry leaders is wrestling with this one.

#### WE START THE TRENDS

There are a million ways to turn out a trade magazine SPONSOR pioneered the kind that is as easy to digest a consumer magazine. When we began we introduced the advertising field the highly graphic, readable, interpretive, and factual periodical. When we went weekly introduced the fast-reading, eight-page newsletter. We so

# EN YEARS IN THE LIFE OF SPONSOR

cialize in home readership (and how wives love it!). None of these concepts are copyrightable, and our innovations are now discernible throughout the trade field.

#### JUR EDITORS ARE AGENCY-EDUCATED

Ilone in the advertising magazine field, SPONSOR is edited by men who have held executive posts at top advertising gencies. John McMillin, executive editor, and Ben Bodec, ews editor (our two key editors), spent a total of 26 years t Compton, J. Walter Thompson, Kenyon & Eckhardt, and ther large agencies. These men are exceptional analysts nd writers. But more than that, they bring their readers n advertising understanding and know-how far beyond reative and mechanical skills. SPONSOR's strength always as been in its product. Some 20 editors, the top nine of hom average nearly seven years each at SPONSOR, are in the job.

#### IE SPECIALIZE IN BEING USEFUL

then SPONSOR was beginning, extracting facts-and-figures om agency and advertiser sources was no mean feat. But he industry gradually has learned to share its secrets; and e've had a hand in this education. In the past year two cencies (Leo Burnett and N. W. Ayer) broke hush-hush olicies by inviting us to analyze their operations and report her findings with no holds barred. They must have liked he results; both ordered thousands of reprints.

se information is the heart of SPONSOR'S editorial connt. Case histories, cost studies, research analyses, charts, ad surveys of all kinds dot our pages. Standard for the dustry are such tools as Tv Basics, Radio Basics, Alledia Evaluation Study, Network Comparagraph, Five-City irectory, Tv Dictionary, Timebuying Basics, Marketing Bacs, Annual Farm Issue, Annual Negro Issue, Timebuyers f the U.S. In November, 1959 our Readers' Service anvered 225 agency/advertiser questions.

#### E INFLUENCE THE INFLUENTIAL 7,500

PONSOR's target, editorial and circulation, is some 7,500 gency and advertiser executives whom we consider worth taching because they participate to some degree in airuying decisions. Of these, perhaps 2,000—largely time-

buyers—are of major importance. Our task is not only to reach but to truly influence the 7,500. This is a tall order. These are busy people who must pick their reading matter with care. It takes a penetrating use book which covers the weekly essentials (and avoids the non-essentials) to register. SPONSOR registers so well that in 1959 we averaged close to 100 paid subscribers at such prominent spot-buying agencies as Young & Rubicam, BBDO, McCann-Erickson, and J. Walter Thompson.

These are signs of our progress as we enter our fourteenth year. There are others. For example, in 1959 our renewal percentage climbed 14% over the previous year; newspaper and magazine publicity mentions tripled; advertising income reached an all-time high; new surveys appeared which attested to our continuing leadership among agencies and advertisers. And in June, 1959 we began publication of CANADIAN SPONSOR, a biweekly edited in Toronto.

#### OLD RATES IN 1960 FOR OLD ADVERTISERS

1960 brings an advertising rate increase, the first since 1957. But it's our wish that we give old advertisers a break. So we have decided to guarantee current contract advertisers our old rates until 1 January, 1961.

We have many plans afoot for 1960. Not the least of these is the further professionalizing of our sales and sales promotion departments, two operations which have taken a back seat as we've gone all-out on improving our editorial product. So you can expect to hear more about our advertising values\* and see us more often during 1960.

I hope that this report tells you what you want to know about SPONSOR. If we've omitted anything, please drop me a line and I'll do my best to furnish the fill-in.

SINCERELY.

EDITOR AND PUBLISHER

\*A presentation explaining trade paper values (1960 vintage) has just been completed by our promotion department. We'd like to show it to you. May we?

# **SPONSOR**

The magazine radio/tv advertisers use

40 E. 49th St. (49 & Madison) New York 17, N. Y. Telephone: MUrray Hill 8-2772

# 3.

## DAYTIME

# COMPA

		SUNDA			MONDA		TUESDAY			ı
0:00	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	Ļ
):15		Lamp Unto M Feet sust			Red Rowe sust	Dough Re Mi		Red Rowe sust	Dough Re Mi sust	
):30 ):45		Look Up & Liv			On The Go	Play Your Hunch nust		On The Go	Play Your Hunch sust	t
:00					1 Love Lucy	Price is Right		1 Love Lucy	Price  s Right	ł
:15 :30		FYI nunt			Menthol alt sust Lever	Congol (2/15 S) alt Ponds Sterling alt Whitehall		Scott alt sust Gen. Mills alt	Nabisco Stan Brands	
:45		Camera Three			December Brid	Concentration Culver alt Lever Ponds alt Lever		December Bride Colgate Vick (L 2/23)	Concentration Frigidaire Lever alt Alberto Culver	I
:15	Johns Hopkins File 7 sust	v		Restless Gun Cracker Jack Best Foods Beech-Nut	Love of Life Dumas Milner alt sust Amer Home Pro-	Truth or Consequences Ponds alt Miles	Restless Gun Dusharme Beech-Nut Cracker Jack	Love of Life Gen. Mills alt Gold Seal	Truth or Consequences Whitehall alt Nablsco	İ
:30 :45	Bishop Pike sust			Love That Bob Ex-Lax, Johnson & J., Staley	Guiding Light	P&G  It Could Be You Whitehall alt Ben Gay  Pends alt P&G	Love That Bob Borden Foods Beech-Nut Minute Maid	Search For Tomorrow P&G	Culver alt P&G  If Could Be You Al. Culver alt Miles  Gen. Mills alt	1
:00 :15	College News Conference sust	Young People's Concert (1·2) ●		About Faces Beech-Nut	No net service News (1:25-1:80) sust	No net service	About Faces Beech-Nut	No net service News (1:25-1:30) sust	P&G No net service	
:30 :45		Young People's Concert	Frontiers of Faith		World Turns P&G Nabisco alt Carnatien	No net service		World Turns P&G Sterling alt Menthol	No net service	
:00 :15 :30		-	NBA Pro Basketball Anheuser-Buach	Day in Court Best Foods Block, Glenbrook	For Better Or For Worse sost	Queen for a Day Sterling, sust	Day in Court War-Lam, Tonl Johnson & J. Borden Foods Beech-Nut	For Better Or For Worse sust Vick alt	Queen for a Day sust Alberto Culver alt Block	
:45			NBA	Gale Storm Armour War-Lam Beech-Nut	Art Linkletter Lever S. C. Johnson Van Camp	Loretta Young sust	Gale Storm Drackett, Sterling Borden Foods Durkee	Art Linkletter Scott alt Ton1 Kellogg	Loretta Young	
:00	Open Hearing sust	Sunday Sports Spectacular (3-4:30) Schlitz alt sust (Renault	NBA	Beat The Clock Gen. Foods Min Mald, Block Drug, Tonl	Millionaire Colgate	Young Dr. Malone sust Lever	Beat The Clock Lever Johnson & J., Gen. Foods Beech-Nut Sterling Drug	Millionaire Gen. Mills (L 2/23) alt sust S. C. Johnson	Young Dr. Malone sust	
:30	Championship Bridge No. Amer. Yan Lines	Sports Spectacular		Who You Trust? Lever, Armour Beech-Nut Johnson &	Verdict Is Yours Rem Rand alt sust Amer Home	From These Roots sust	Who Do You Trust? Block Ex-Lax	alt sust Verdict Is Yours Mentholatum alt D. Milner Scott alt Toni	From These Roots sust	2 121
:00	Paul Winchell Gen. Mills	Sports Spectacular		American Bandstand Lever, Pond Best Foods 7-Up, Easteo	Brighter Day P&G Secret Storm Amer Home Prod	Comedy Theatre Chesebrough- Ponds alt sust	American Bandstand Carter, Vick Borden Foods	Brighter Day P&G Secret Storm Gen Mills	Comedy Theatre	
:30	Broken Arrow Mars Candy	Face the Nation sust	World Series of Golf Bayuk alt Am. Safety Razes Sp-F \$50,000	Bryleream American Bandstand Wlak	Edge of Night P&G Menthol	Adventure Thea.	American Bandstand Toni, Hollywood Candy, Gen.	Edge of Night P&G  Sterling alt Vick	Adventure Thea.	
:15	Matty's Funday Mattel	Conquest Monsanto alt sust	World Series of Golf	American Bandstand co-ep	71, 97991		American Bandstand co-op	Woman (3/1; 3-4) Dow Chemical		
5:30 5:45	Lone Ranger Gen Milla Sweeta	College Bowl Gen. Electric	Time-Present Kemper Ins.	My Friend Flicka Sweets			Rin Tin Tin Jen Mills Sweets			İ

HOW TO USE SPONSOR'S NETWORK TELEVISION COMPARAGRAPH The network schedule on this and preceding pages (44, 45) includes regularly scheduled programing 13 February to 11 March, inclusive (with possible exception of change made by the networks after presstime). Irregularly sched

# GRAPH

## 13 FEB. - 11 MAR.

1741	ESDAY	7	HURSDA	AV		FRIDA	/	SATURDAY			
5	NBC	ABC CBS NBC			ABC CBS NBC			ABC	NBC		
owe	Dough Re Mi sust		Red Rowe	Dough Re Mi sust Nabisco		Red Rowe sust	Dough Re Mi sust Sweets alt Brn & Wmsn		Heckle & Jeckle Gen. Mills alt sust Gen. Mills alt sust	Howdy Doody Nablaco ait sust Continental Baking	
Go ealth sust	Play Your Hunch sust		On The Go Lawry's ait sust Supp-Hose alt S. C. Johnson	Play Your Hunch sust		On The Go sust  H. Curtis alt S. C. Johnson	Play Your Hunch sust Sterling		Mighty Mouse sust Colgate ait sust	Ruff & Reddy Borden Gen Feeds	
Lucy alt alt en	Price Is Right Frigidaire alt Sterling Heinz ait Sweets Co.		l Love Lucy sust U. S. Steel alt Simonize	Price Is Right Culver alt Lever Miles alt Lever		l Love Lucy Lever alt Gen Milis Garber alt Kodak	Price is Right Lover alt Ponds Stand Brands Gen Mills		l Love Lucy sust	Fury Borden Gen Foods	
Brid .te	Concentration Helnz alt Mile Nabisco alt Brillo		December Bride Colgate sust	Concentration Nestie alt Lever Heinz alt Whitehall		December Brid Colgate Simoniza alt sust	Concentration Miles alt sust Ponds		Lone Ranger Gen Mills alt sust Gen Mills alt sust	Circus Boy Miles alt sust	
Life alt ong to Pro-	Truth or Consequences Helnz P&G	Restless Gun Drackett Gen. Foods Sweets	Love of Life Quaker alt Lever Amer Home	Truth or Consequences Heinz alt Stan Brands P&G	Restless Cun Sweets Drackett Best Foods	Love of Life Lever alt sust Gen Mills alt sust	Truth or Consequences Frig. alt Congo P&G alt Whitehall	Lunch With Soupy Sales Gen Foods	Sky King Nabisco	True Story sust  Beerling Drug	
For row G	Could Be You Whiteball alt Nestle Congol alt Block	Love That Bot Armour, Sterlin Drackett, Block Drug, Dusharme Gen, Foods	P&G	It Could Be You Miles alt Nabisec P&G	Love That Bob Beech-Nut, J&: Drackett, Armou Gen. Foods	Search for Tomorrow P&O Cuiding Light P&G	Could Be You Stand Brands ait Frigidaire  P&G alt  Britte	Restless Gun Sweets Co.		Detective Diary Sterling Drug sust	
ervice (S )) sust	No net service	About Faces Block Renuzit	No net service News (1:25-1:30) sus	No net service	About Faces Best Foods	No net service	No net service		Winter Olympics (1-2) ●	Mr. Wizard eust	
furns 3 alt	No net service		As the World Turns P&G Pillabury	No net service		World Turns P&G Quaker alt Gen Mills	No net service				
ter Or lorse	Queen for a Day Ben-Gay	Day In Court Drackett, Johnson & J., Lever Gen Foods	For Better Or For Worse Simonize ait sur Lever alt Dumas Milner	Queen-Day Congoleum alt Nestle P&G alt Heinz	Day in Court Armour Drackett, Toni Beech-Nut	For Better Or For Worse Lever alt sust	Day		Pro Hockey partie (2-concl.)	NCAA Football Arrow Shirts Shick, Easo, Humble Oil Stand, Oil Ind.	
letter Brow Ion Over	Loretta Young	Gale Storm Beech-Nut Drackett Lever Johnson & J.	Art Linkletter Kellogg Pillsbury	Loretta Young Frigidaire alt sust Heinz alt	Gale Storm Gen. Mills Gen. Foods, Cot Johnson & J.	Art Linkletter Lever Bros Bauer & Black alt Armstrong	Loretta Young sust			Bayuk, Gen Petrol, Sp-L \$98,000 (½ hr, time & talent)	
aire te	Young Dr. Malone sust	Beat The Cloc Johnson & J., Coty, Gen. Food Drackett	sust	Young Dr. Malone Mlles sust	Beat The Cloc Beech-Nut, Ar- mour, Toni, Drackett, Lever, War-Lan	Millionaire Colgate	Young Dr. Malone sust sust				
Yours	From These Roots oust H. Curtis	Who Do You Trust? Lever, Beech-Nut, Ar- mour, War-Lam	Verdict Is Your Sterling alt Leve Van Camp alt Amer, Home		Who Do Yeu Trust? Staley, Dracke: Johnson & J. Vita Sales Whitehall	Verdict Is Your sust alt Simoniz Lever	From These Roots Busi				
torm	Comedy Theatre	American Bandstand G. Foods, Welc Beech-Nut Armour	Brighter Day P&G  Secret Storm Amer Home alt Peter Pan	Comedy Theatre Helene Curtis alt sust	American Bandstand Gen Mills, Leve Toni, Best Food Ludens, 7-Up		Comedy Theatre				
Night	Adventure Thea sust	American Bandstand Toni Old London	Edge of Night P&G Pillsbury	Adventure The	American Bandstand Alberto Culver, Easteo, Armou Carter, Keepsak	Edge of Night P&G Amer Home alt Sterling	Adventure Thea sust			NBA Basketball (various times) Anheuser-Busch (¼ Reg.) Bayuk (¼ Net)	
		American Bandstand ∞-op			American Bandstand			All Star Colf Miller Brewing Reynolds Metal			
		Rocky and His Friends Gen Mills Sweets Best Foods			Rin Tin Tin Gen Mllls Crackerjack Best Foods			All Star Golf			

uled programs appearing during this period are listed as well, with air dates. The only regularly scheduled programs not listed are: *Tonight*, NBC, 11:15 p.m.-1 a.m., Monday-Friday, participating sponsorship; *Sunday News* 

Special, CBS, Sunday, 11-11:15 p.m.; Today, NBC, 7-9 a.m., Monday-Friday, participating; News CBS, 7:45-8 a.m. and 8:45-9 a.m., Monday-Friday. All time periods are Eastern Standard.

# What are your tips on selecting a station representative?

Three station men discuss the importance of proper national representation, and appraise the rep's sales and service functions today

Ken Church, senior v.p. & dir. of sales for Taft Broadcasting Co., Cincinnati

Primarily, a representative functions as an extension of a station's own sales department. But heyond this we look for staff services which, as in the case of The Katz Agency,



Rep and station services should complement each other

complement the various departments at the Taft stations. Here are the services I consider paramount (not necessarily in their order of importance). A representative should . . .

1) Have enough offices to cover all major sources of national advertising.

2) Be ready and eager to increase the sales staff commensurate with an increase in business and in the number of stations represented. For instance, I understand The Katz Agency, in the past few years, has increased its Radio Sales staff by 40%; its Television Sales staff by 80%. Katz also separated its Television Sales staff into two divisions, to serve, respectively, the stations represented in the East, and the West. As a result, any one Katz salesman is now devoting more man-sales-hours-perstation than was possible before the separation. Therefore, in my opinion, and hased on the experience with Katz, the number of stations represented should not be a deterrent, so long as ample sales effort is assured. In fact, a representative with a large list of good stations in important markets is automatically requested by various agencies to submit availabilities for practically every campaign,

thereby affording the representative an opportunity to follow through and check out all their other markets that might not have been included in the initial schedule.

- 3) Maintain a Research & Promotion Dept. which will not only prepare coverage data and maps, program description sheets, market brochures and other sales data, but also provide consultation on station policies, rates, rating services, and other research areas.
- 4) Offer a Programing Counseling Service. The one at Katz has proven to be extremely helpful.
- 5) The representative should he willing to invest in sales development, to help create new advertisers, and to increase the share of the advertising appropriation for radio and tv.
- 6) Maintain a Sales Service Dept., to cull and pass along to all salesmen those highlights from the trade press and from current reports which may indicate sources of new business.
- 7) Handle the issuance of contracts, billing, and all the hookkeeping involved therein.
- 8) Guarantee payment, remitting all amounts due by a specified date each month whether or not the representative has effected his collections.
- 9) Assist station promotion managers with special projects.
- 10) Notify the station of upcoming business in the market, and of business going into nearby markets which might be obtained by contacting hrokers.
- 11) A progressive representative has a plan in operation for the recruiting, training and development of personnel—not only in sales, but in the secretarial and clerical functions as well.

Lester Kamin, president, Public Radio Corp., Houston, Texas

Selecting a representative, to me, has always been a highly personalized matter. Too often radio management will select an organization

on the basis of personal friendship Too often such a selection withou weighing other factors will prove to be disastrous to both parties. Having operated radio stations now for several years, I am convinced that there is a yardstick that can be applied in selecting a representative for a particular station. I also helieve that the type of firm selected does not have to be the largest nor, by the same token, the smallest.

The yardstick I would use at this point, after a number of both pleasant and unpleasant experiences, would be more or less as follows:

How does the representative actually feel about the type of programing that my station uses?

Is his list of stations compatible with mine?

What is his image with national agencies?

Is he flexible?

Does he have a research organization that can benefit me on the local level as well as nationally?

How many salesmen does his or ganization have for the number of stations they represent in the twkey national markets, New York and Chicago?

I would like to add as an aside that the station operator who expects the representative to do the entire jo



Your station should be compatible with rep's other stations

nationally is doomed to bitter disappointment. The operator must recognize the fact that a representative must be furnished the tools with which to do a joh. I also place a high premium on enthusiasm on the part of a representative organization. Every radio station is "worth its salt." It is up to the representative to help generate the enthusiasm and

creativeness that will help sell a station to its advertisers.

Richard McKee, pres. & gen. mgr. WKCB&Q, Berlin, New Hampshire

Selection of a station representative for a small market is becoming more and more difficult as Madison Avenue's infatuation with major markets grows. WKCB, like numerous other small stations is in a great



Rep for small station must be hungry, hard-working, creative

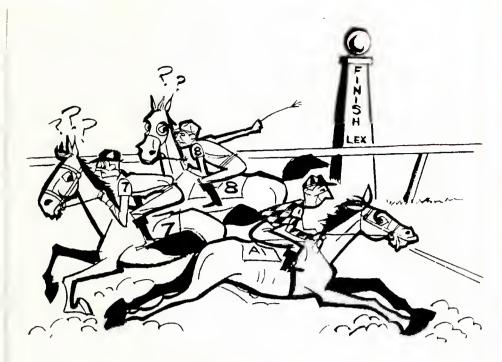
battle, not so much to develop a story, but to get agencies to listen. Unfortunately, unrecognized is the fact that small market radio is "a new medium" completely different from major market radio or any other advertising business. Many Madison Avenue experts refuse to even acknowledge our ability to sell. no less consider us for dollars.

As a consequence our representative has a tremendous job to do. He must be a hungry, hard-working, creative salesman, not a plush researching order taker who would not push us because of his knowledgeable "big" reputation. We are forced to look for a rep with not only sales ability and agency respect, but with guts. This rep must have a genuine interest in, and knowledge of, our problems, must be willing, unselfishly, to help us gain business, account by account, not dollar by dollar.

It is true that small stations today have more national product adverising than ever before, but this is generally purchased with co-op dollars after agency approval. This approval is often the result of many insuccessful pitches by the rep for national dollars. These agency calls are unrewarding for the rep, but necessary to the station.

Selection of a small market rep can be made only by trial and error isually through personal recommenlations and friendly timebuyer aporaisals. Presentations, promotions und martinis are meaningless. The petter small market reps believe in heir stations and can sell themselves o owners. Personal meetings filled

(Please turn to page 71)



# You've Got to Head for the Finish Line to be in the Money

Your campaign will finish in the money if you start by buying broadcast IN Lexington. In all the world, only Lexington broadcasters effectively influence the \$445,793,000 retail purchases made by 559,200 people in the growing 30-county Lexington trading area. Get your share of \$657,165,000 consumer spendable income by buying broadcast IN Lexington . . . Don't head the wrong direction in planning your next campaign.



# Sound Programming -Sound Buy!



MUSIC PROGRAMMED FOR MELODY Music with the big, rich sound that neither hulls nor annoys, selected for solid entertainment.

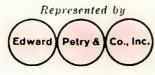
#### NEWS BY QUALIFIED NEWSMEN

Twelve full-time newsmen . . . the largest news staff in the Valley . . . plus NBC worldwide news on the hour.

#### LIVE SPORTS COVERAGE

From the Worlds Series to the Rose Bowl, the Indianapolis 500 Miler to the Sacramento Solons, KCRA broadcasts it live.

Sound Programming-Sound Buy! . . . and probably the best merchandising service in the West.





National and regional buys
in work now or recently completed

# SPOT BUYS

#### RADIO BUYS

Duffy-Mott Co., Inc., New York: Clapps Baby Food plans reported here 6 February were canceled, but activity begins again on AM and PM fruit juices around the middle of the month in about 20 markets. Following last year's successful strategy, an e.t. with copy and jingle built around an early morning wake-up theme is being featured, using 6:30 to 8:30 a.m. slots, Monday-Saturday. Frequencies range from 10 to 40 per week per market. Steve Suren buys; SSCB.

Studebaker-Packard Corp., South Bend: Factory campaign on the Lark starts late this month for three weeks on some 1.300 stations Traffic and day minutes are being scheduled, tending toward Thursday-Friday-Saturday, around 10 per week per market. Buyer: Frances Velthuys. Agency: D'Arcy Adv. Co., New York.

V. La Rosa & Sons, Inc., Brooklyn: Concurrent with its tv schedules, runs get off about mid-month in major northeastern markets for its macaroni products. Buy is for daytime minutes, 13 weeks. Buyer: Len Soglio. Agency: Hicks & Greist. New York.

Shulton, Inc., New York: Most of its schedules on its toiletry line begin early March. The men's products are going into about 48 markets, with morning minutes on weekdays, five to 10 per market and 30's on weekends, 10 to 20 per market. On Desert Flower cream deodorant for women, 15 markets pick up weekday and weeken schedules of 20's 30's and 60's, averaging 30 per week per market Buver: Joe Knap. Agency: Wesley Associated, New York.

#### TV BUYS

Lever Bros. Co., Foods Div., New York: Campaign for Dinner-Redy, a new product, starts third week in February in 10-12 markets. Schedule is 39 weeks using day and night minutes. Buyer: George Simko. Agency: Kenyon & Eckhardt, New York.

Procter & Gamble Co., Cincinnati: Test campaign for Puff facial tissues begins in several markets this month. Day and late night minutes are being set for the P&G contract year. Buyers: Jim Hunter and Steve Everett. Agency: Dancer-Fitzgerald-Sample, New York. Reader's Digest Association, Inc., Pleasantville. N. Y.: One-week schedules kick off in 83 markets the latter half of February, in a new RD circulation drive. In 2 are being placed in all times, about 12

RD circulation drive. I.D.'s are being placed in all times, about 12 per week per market frequency. Buyers: Mario Kircher and Joan Ashley. Agency: J. Walter Thompson Co.. New York.

National Association of Insurance Agents, New York: Buying

five- and 10-minute news. weather, and sports shows. with emphasis on sports. Bulk of schedule starts in March and April in 150-185 markets for 13 to 52 weeks. depending on market. Hugh Sweet media director, and Loraine Keirstead buy at Doremus & Co.. N. Y.

General Mills, Inc., Minneapolis: Two-week placements in West Coast markets begin 3 March on Betty Crocker Frosting Mixes. Schedule is for day and fringe night minutes. minimum of five per week per market. Buyer: Mickey McMichael. Agency: BBDO. N. Y.

# IN EWERY MOVIE PERIOD

# **WPRO-TV LEADS!**



# MONTHLY TV REPORT WESTERN UNION October 26-November 22

VB PVA293 PD=PROVIDENCE RI 1 NFT=

WHETHER YOU COMPARE FEATURE FILM AGAINST JACK PAAR AGAINST LATE NIGHT MOVIES --REGULAR PROGRAMMING AGAINST FEATURE FILM. FEATURE FILM --

ONE RESULT IS OBVIOUS. . . . IN PROVIDENCE WHENEVER MOVIES ARE SHOWN IN PROVIDENCE

ON ANY STATION

WPRO-TV IS FIRST=

GENE WILKIN, SALES WANAGER

THE CHIPTAN WILL APPRECIATE MUCCINETING FROM ITS PATRONS CONCERNING WPRO-TV

ore than 1100 first run aramount, MGM, epublic, Warner Brothers!

Audience composition Nielsen Station Index MARKET DATA TOTAL HOMES TV HOMES 211 800 \*SO IRCE Milser Es, mate March 1959

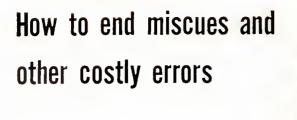
Providence Area

**IOVIE LEADERSHIP, YES! AND IN EVERY** THER AREA OF PROGRAMMING, TOO.

CAPITAL CITIES BROADCASTING CORPORATION

Providence

Represented by Blair TV





Now, in addition to the regular quality points that have made the famous, three new features are offered. They include Automatic Rapid Start, Magnetic Stripe Playback!

#### AUTOMATIC CUE

Now you can stop projectors at any predetermined film frame so your next film sequence is cued and ready for show immediately.

#### RAPID START

Rapid start feature provides sound stabilization in less than one see You can activate projector start and video switch buttons a simultaneously, thus eliminating roll cues and reducing the c for errors.

#### MAGNETIC STRIPE PLAYBACK

Superior reproduction of sound from 16mm. films is made possible adding a magnetic sound system. Speed preparation of news film reducing process time required between coverage and actual a Make your own film programs and commercials, and apply comments. music and sound effects this easy way!

You can do all this and gain the business protection and efficient of tion that comes from the TP-6's well-known built-in features...in ing automatic projector lamp change, gentle film handling, que change exciter lamp, superior picture and sound quality.

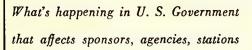
SPECIAL for TP-6 owners Accessory attachments to provide new features are now available.

> Your RCA Broadcast Representative has the whole story. Or write for literature, RCA, Dept. DB-264, Bldg, 15-1, Camden, N. J.



RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT





13 FEBRUARY 1960
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8PONSOR
PUBLICATIONS INC.

# **WASHINGTON WEEK**

The Advertising Federation of America held its midwinter meeting in Washington on a day on which the entire Washington front exploded for broadcasters and advertisers.

The Federation, itself, heard FTC chairman Earl Kintner warn of a big government stick over ad claims. It heard FCC chairman John Doerfer, flushed with the apparent victory of his network public service idea, give strong backing to combined broadcasting industry-ad industry monitoring of all programs and commercials in advance of showing.

In addition, Kintner pridefully revealed that the cigarette companies have agreed to give up tar and nicotine claims, and HEW secretary Flemming issued an "amen" on that one.

On this same day, however, the FCC was issuing new regulations about "payola" and quiz shows. The Senate Commerce Communications subcommittee was hearing chairman John Pastore (D., R.I.) indicate he hasn't given up on shifting all television to the uhf bands.

Characteristically, the loudest blast of all on this very busy afternoon came from the House Commerce Legislative Oversight subcommittee, under the chairmanship of Oren Harris (D., Ark.). On the eve of the start of his "payola" hearings Harris unveiled a number of sweeping recommendations for new laws. Look for these hearings to pile headline on headline.

Significantly, Democrats and Republicans of all political shades were unanimous on almost all phases of the report. Three Republicans dissented only on whether the Federal Trade Commission has always had the legal power to stop deceptive programing as well as deceptive advertising. This was a minor point, since they merely want a law passed to give the FTC that power. One Democrat cast the only dissenting vote against the proposal to license and regulate networks.

Every other point was unanimous, which would be a powerful persuader, if and when the recommendations come to a vote on the floor of the House.

Aside from regulation of networks, the subcommittee asked that on-the-air program deception be banned, that the FCC have the power to suspend as well as to revoke station licenses so that punishment would be sure for minor "crimes."

Networks and stations would be required to operate "in the public interest," which, to the subcommittee would mean balanced programing, and they would be barred from permitting sponsors to control programs. Networks would be barred from entering into contracts with stations which would interfere with public interest operation. "Payoffs" for ad plugs would be illegal, as well as disk jockey "payola." Regulations would be ordered to make it tougher to buy and sell stations.

The FTC would get the power to seek court injunctions to stop challenged advertising immediately, rather than waiting out the long legal process necessary when the advertiser fights a complaint. Stations, networks and ad agencies would be subject to criminal penalties under FTC false ad actions.

In addition to these recommendations for new laws, the subcommittee urged the FCC to get to work monitoring programs to see if stations are providing a public interest balance.

• Tape

• Commercials



# FILM-SCOPE

13 FEBRUARY 1960
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SPONSOR
PUBLICATIONS INC.

Associated TeleVision, Ltd. has acquired 100% ownership of ITC and becomes the only British company to have such a holding in U.S. tv films.

Jack Wrather and John L. Loeb have sold their combined 50% interest in ITC to ATV: their investment in October, 1958, was originally almost \$6 million.

The ITC board of directors will be headed by Michael Nidorf. Walter Kingsley will join the board, and Jack Wrather retains his place there. Other board members include Leslie Harris and Morris Wright of Kuhn Loeb.

In recent weeks trade talk had centered on the question of the Wrather-Loeb tie to ITC now that this is settled, some observers are speculating on whether ITC's operations may no require some other kind of domestic partner.



Reports circulated last week that both Noxzema and Skippy were looking into syndication very seriously.

Over the past few days Noxzema (DCS&S) has been looking at syndicated shows for markets in the East Coast and a few in other parts of the country for Noxzema shave cream, but had not yet positively decided to enter the medium.

The Noxzema campaign, should it materialize, would probably utilize different syndicated shows in varying cities and areas.

On the other hand, a GB&B representative denied that there was any truth in the notion that Skippy was entering syndication at this time.



The Amoco-U. S. Border Patrol regional deal through CBS Films and Josep Katz agency definitely won't go into a second year.

CBS Films won't put the show into a second year of production and Amoco is siftin through other possibilities.

However, there's no pressure on Amoco to come to an immediate decision since the contracts don't expire until around April.



#### The best friend a syndicated show can have is a good station time period.

This rule-of-thumb was demonstrated again last week in New York City, when Ziv's Solution Hunt moved from one network flagship to another at the same hour of 10:30 p.m. at Saturda

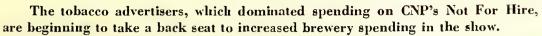
Compare the Arbitron rating below on 23 January with the score in its new time schedu starting 30 January:

Station	Show & Rating	Show & Rating				
	(23 January)	(30 January)				
WABC-TV	Sea Hunt 6.9	Jubilee, USA 4.9				
WCBS-TV	Markham 24.8	Sea Hunt 30.2				

The significance of these ratings is two-sided:

- 1) Sea Hunt's 30.2 score indicated that a syndicated show can outpoint a networpredecessor (Markham) in the same local time slot, here by 25%.
- 2) The same evidence also showed that a four-fold increase in ratings (6.9 to 30.5 is possible when a syndicated show changes its station time period under sufficiently contrasting conditions.

### FILM-SCOPE continued



Two regional deals with beer sponsors spelled the difference:

- Ruppert (Knickerbocker beer) coming into syndication for five New England markets including Boston and Providence through Norman, Craig & Kummel.
  - Carling's via F. H. Hayhurst for four cities, including Buffalo and Watertown.

-

Studebaker, an unexpected entrant into syndication this season, has been following a policy of dividing its spending among various shows.

So far at least three syndicators have gotten Studebaker dealers' coin.

- ITC was first with a six-market sale of Four Just Men in New York, Albany, Syracuse, Binghamton, Watertown and Plattsburgh.
- Ziv made a nine-market deal for Tombstone Territory in Boston, Providence, Mt. Washington, Bangor, Presque Isle, Burlington, Lancaster and Wilkes-Barre.
- NTA's signings with Studebaker are for two different shows: How to Marry a Millionaire in Philadelphia and Hartford, and Grand Jury in Springfield, Mass.

Agency for Studebaker dealers is D'Arcy.



ITC's Interpol Calling has grossed over half a million abroad and has been sold in 38 U. S. markets.

Domestic beer and wine buyers include Blitz Weinhard Beer in Oregon & Washington, Labatt's beer in Buffalo, Watertown & Carthage, Miller's in Miami, and Sante Fe Wines in Los Angeles (alternating with Competion Motors).

Other sponsors include Renault in San Francisco, and Sealy Mattress in Pittsburgh.

## COMMERCIALS

Cigarette commercials have undergone a quiet revolution from filtration claims to appealing to tobacco flavor and enjoyment.

Behind the transition is the FTC's citation of Brown & Williamson's Life cigarettes on the charge of false and misleading advertising.

What resulted is a compromise in which all tobacco manufacturers agreed to drop their claims approach, a decision that reportedly will cost Brown & Williamson a tidy sum already put into Life cigarettes advertising.

Commercials producers expected these results from the new situation.

- A revival of imaginative approaches to replace hard-sell tecliniques.
- Special budgets earmarked to produce extra commercials.
- Use of both video tape and film in combination to take care of both immediate and longrange commercials needs.

The New York Film Producers Association has elected Lee Blair of Film-TV Graphics as its president, succeeding Nathan Zucker of Dynamic Films, who served in the post for two years.

William Van Praag was named executive v.p. and head of the video tape committee; other v.p.'s are Robert Lawrence, Robert Crane of Color Service: Albert Hecht of Bill Sturm is secretary and Edward Lamm of Pathescope is treasurer.

Directors elected were Steve Elliot, Sandy Greenberg of MPO, David Horne of Titra Service, Martin Ransohoff, Henry Strauss, and F. C. Wood, Jr., of Sound Masters.



13 FEBRUARY 1960
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SPORGOR
PUBLICATIONS INC.

# SPONSOR HEARS

P&G's A. N. Halverstadt has passed on word to his company's agencies that it would prefer not to have the media and tv departments get cross-tangled on P&G brands.

In other words, to each his own specialty, with media tending to media only and ty programing minding its own section of the P&G store.

Standard Brands is reported to be disturbed at Bates' outburst via newspaper ads at the FTC. (See Commercial Commentary, page 12.)

The poop: the ultra conservative SB would prefer the inference didn't get around that Bates, as one of its agencies, was speaking for it when Bates struck back at the public reproof given some of its copy claims.

ABC TV may be disposed toward making the least changes in its 1960-61 nighttime program lineup, but it has encumbered itself with plenty of insurance.

The network is estimated to have on commitment in Hollywood between \$1.5-2-million worth of new pilots.

That two-hour General Electric special two weekends ago is said to have had quite a playback at Westinghouse's Pittsburgh sanctorum.

Summed up, the comment that came out of field: "why couldn't we have come up with as big a promotional spearhead as that""

Here are some names that come to mind for inclusion in that Advisory Council (See page 34) on advertising "ethics" which the ANA proposes to set up:

Harry Batten, Franklin Bell, D'Arcy Brophy, J. D. Danforth, Clarence Eldridge, Stuart Peabody, Barry Ryan, Robert Swezey, Fred Manchee, Stuart Sherman

The elder statesmen sought for the Council must (1) have ad business stature, (2) no connection with agencies, advertisers or media and (3) swing enough weight no only with ad managers but with top level management.

Not that they can do anything about it but the Lestoil people are upset by the fact that Handy Andy (K&E) makes the point in its commercials that it contains no kerosene.

It will be recalled that Lestoil had to defend a claim citation that evaporated when it proved that the product's pine oil only smelled like kerosene and hence was safe when in the vicinity of heat or fire.

For those interested in anniversaries: the first rating service, the Co-operative Analysis of Broadcasting, or better known as the CAB, came into being just 30 years agon this month.

For the first few years it was subsidized exclusively by the ANA's radio committee. In time the CAB's expenses were jointly defrayed by radio advertisers, agencies and networks.

The date of the CAB's demise: September 1946.

# YOURS FREE

# AS A SPONSOR SUBSCRIBER

Our apologies to

Atlanta, St. Louis, Boston,

Dallas and some other cities!

The new 5-City Directory, just off the press, contains more than 1900 listings, and 36 pages.

It's the recognized tv/radio guide to 5 cities where 93% of all national spot business is bought.

The 1960 directory is substantially bigger than any of its predecessors. You will find it more useful, and we hope you will forgive us if your city is not included.

If you're a SPONSOR subscriber drop us a note and we'll send you a 5-City Directory with our compliments.

If not, the price is 50¢ each ... 40¢ in quantities of 5 to 10 ... 30¢ for 10 or more.

If you're not a subscriber, enter your subscription now by using the form shown on this page. We'll send you, as a bonus, not only the 5-City Directory but also the 220 page 1959-60 Air Media Basics including Radio Basics, Tv Basics, Timebuying Basics, and much more.



Sponsor Publications Inc. 40 East 49th St., New York 17, N. Y.
<ul> <li>☐ Send me——copies of Sponsor's 5-city directory.</li> <li>☐ Enter my subscription to Sponsor for one year at \$8.00 and send me FREE the 5-CITY DIRECTORY &amp; AIR MEDIA BASICS.</li> </ul>
NAME
TITLE
COMPANY
ADDRESS
CITYZONE_STATE
<b>,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,</b>



# NEWS & IDEA WRAP-UP

TAXITHON brought KENO, Las Vegas, listeners earful of Joe Lewis chatter during record-setting live broadcast from operating taxi. Station's Don Hinson (1) interviewed fares for 74 hrs. 49 min. without let-up



MUSIC MAN, Arthur Fiedler (r), Boston Pops Orchestra conductor accepts Better Music Broadcasters "Man of the Year" citation from Theodore Jones, pres. WCRB, Boston, for excellent presentation of good music



#### **ADVERTISERS**

P. Lorillard is making an entry into the king-size, non-filter cigarette market.

Old Gold Straights, in a soft pack age, will he introduced (out of Lennen & Newell) during the last week of February via a heavy spot tv campaign in major urban areas coast-tocoast.

This introductory to promotion will be followed up with radio and print advertising.

Pepsi-Cola will be sociable to the tune of \$1.5 million for a five month campaign on the four radio networks — marking the biggest soft-drink radio campaign in recent years.

The promotion will cover more than 218 announcements a week during this period, on both daytime annighttime radio, seven days a week with the heaviest concentration or

BLUEPLATE SPECIAL, with a side order of suntan and scenery is the favorite luncheon menu of these WPST-TV, Miami employees, show taking their lunch-breaks on the studio's roomy rooftop. Heaven, take note: How about some protection for the weary working girls up North



Wednesdays through the end of the week.

Most of the commercials are scheduled as participations within newscasts, but adjacencies and participations in other type programs are also being used.

The campaign will be suported by pot radio money spent by Pepsi botlers on their local stations. Agency: &E.

Other campaigns:

• The Studebaker Lark Dealer Associations for Los Angeles and surrounding areas. has budgeted 3350,000 for its advertising promotions this year. Bulk of the money will be spent in radio via a saturation of 50-second spots on KMPC, KBIC, KFWB, and KWIZ, Los Angeles, KCKC, San Bernardino, KACE, Riveride, KPAS, Banning, KWOW. Ponona, KTMS. Santa Barbara, KUDU, Ventura, KATY. San Louis Obispo. and KBIS, Bakersfield. Agency: Coleman-Parr. Los Angeles.

• Red-L Food Products kicks-

off, this week, what the company terms "the biggest tv spot campaign ever run by a frozen seafood packer." The promotion, using one-minute and 20-second spots, will be aired on WCBS-TV and WRCA-TV, New York, WNAC-TV, Boston, WTIC-TV, Hartford-Springfield, and WTEN-TV, Albany - Schenectady - Troy. Agency: Smith/Greenland Co.

• The Lindsay Co., St. Paul. Minn. manufacturer of automatic water softening equipment for the home, will use the broadcast media for the first time via sponsorship of the *Paul Havery News* over 140 stations in the ABC Radio lineup. Agency: The Biddle Co., Bloomington, Ill.

• Mister Softee is planning a national tv campaign to expand distribution of its mobile ice cream units firm. Commercials will be placed in 420 cities and towns in the 32 states where Mister Softee units now operate. Agency: Gray & Rogers. Philadelphia.

• Morpul Nylons, for its "Tops for Comfort" nylon stockings, will test-market tv for the first time with 25 or more one-minute commercials per week on stations in Winston-Salem, Greensboro, and Charlotte, N. C. Similar campaigns are scheduled for Cleveland, Boston, Detroit, San Francisco, and other major markets. Agency: Bennett Advertising, High Point, N. C.

• Grandma's Molasses, product of the American Molasses Co. of New York, will sponsor the Art Linkletter Houseparty on 193 stations in the CBS Radio lineup. The participations, which begin this week, will continue for four months. Agency: KHCC&A.

Johnson & Johnson's Personal Products Corp. has finally cracked radio for Modess:

It's bought 33 Negro stations for 13 weeks via Nationwide Network.

The vehicle: a 15-minute transcription with Alma John at Home.

Answering the FTC: Libbey-Owens-Ford Glass Co. has denied FTC charges of using camera trick-



MOST OUTSTANDING SERVICE to Omaha through KMTV is theme of station's second annual Television Award Dinner. This year, award joes to V. J. Skutt (c), pres. of Mutual of Omaha. Congratulating im on his company's effective use of public service time and outstanding quality of material are (I to r) Edward L. May, president of the May Broadcasting Co. and Owen Saddler, general manager of KMTV





ANNUAL MEETING of ABC o&o station mgrs. and network officials brought together the following (seated I-r): S. B. Siegel, financial v.p. ABC-Para., v.p.-treas. ABC; Martin Brown, v.p.-asst. treas. ABC; S. C. Quinlan, v.p. WBKB, Chi.; S. C. Middleberger, v.p. o&o's; Jas. Riddell, v.p. ABC West. Div.; John Pival, v.p., WXYZ-TV, Det.; (standing I-r): S. J. Seligman, v.p., ABC; gen. mgr. KABC-TV, Hwyd.; Chas. DeBare, gen. counsel o&o's, ABC Radio Net.; Matthew Vieracker, gen. mgr. WBKB, Chi.; Jos. Stamler, v.p.-gen. mgr. WABC-TV, N. Y.; Julius Barnathan, v.p. aff. tv stations; Leonard Goldenson, pres. ABC-Para.; Oliver Treyz, pres. ABC TV; T. W. Moore, prog. v.p. ABC TV, George Rice, program director KGO-TV, San Francisco

WHAT, NO BANANAS? Still, there's plenty of cake and ice cream for Miss Anna Banana, KXTV, Sacramento (tv partner of station's Ranger Roy) who recently celebrated her fourth birthday on Cartoon Circus show. Both human and simian party guests all had a good time



After Statistics\*

# THEN WHAT?

We have no quarrel with statistics. After all, they've been pretty good to us. But sales are made by audience response, and a responsive audience is earned.

KOIN-TV's high standards of program service have earned the type of confidence that causes people to respond and act. "Let's Face It," for example, is a weekly no-holds-barred panel discussion on matters of critical public interest, moderated by an ex-Governor of Oregon. Such bold programming in the service of its audience has brought rich reward in public confidence to KOIN-TV... and to its advertisers. This is why KOIN-TV is one of the nation's outstanding advertising media.

\*Such as: (a) Highest Nielsen ratings in the area, and (b) widest coverage in the region...7 of every 10 homes in Portland and 32 surrounding Oregon and Washington counties (Nielsen NCS = 3).



Influence Stations
Represented Nationally by CBS-TV
Spot Sales

ery in tv ads to exaggerate the qualities of its auto safety plate glass. The company asserted that "its advertisements were in all respects true and accurate demonstrations of the facts."

Thisa 'n' data: The ty rights to The Race For Space, two one-hour documentaries depicting the contest between the U. S. and Russia to put the first man into space, have been purchased by Shulton, Inc. . . . Vita Food Products, via leading radio personalities in major markets, will promote its new theme: "Lenten Days are Herring Days" . . . The Aerosol Corp. of America will start a sixmonth tv campaign in Boston as the test market for their newest product, Spot-Off . . . Coats & Clark sewing and necdlework promotions (FSR) will be aired by Arthur Godfrey each week throughout the year on the CBS Radio lineup . . . Anheuser-Busch will stage a special month-long promotion during March. via radio and tv, to help grocers sell the large size package of all items in their stores.

Strictly peronnel: Raymond Sullivan, elected chairman of the board of Noxzema Chemical Co., Baltimore . . . John Coady, to general sales manager for Mars. Inc. . . . John Beck, to advertising manager of Rainhow Crafts. Inc. . . . James Lavenson, to the board of directors of Bayshore Industries . . William Kingston, to director of marketing research for the 20 Mule Team Products of U.S. Borax . . . George Sivy, to sales promotion manager of Shulton, Inc.

#### **AGENCIES**

What constitutes a station image for the timebuyer?

Two associate media directors—
Robert Wulfhorst (D-F-S) and
Ray Stone (Maxon) wrestled with
this question before a RTES seminar
in New York this week and came to
this agreement:

While the station image (a mental representation) plays a significant role in timebuying, the end product is of pretty much a subjective, or individual, nature. The image that one timebuyer has of the station could be quite different from the image held by another timebuyer.

Said Wulfhorst: the basic ingredi-

ent that goes into an image is programing and the most fertile area for its development is at the local level.

Agency appointments: The Puritron Corp., with plans for a greatly expanded media program, from Maxwell Sackheim, to Doyle Dane Bernbach . . . The Dow Chemical Co., for a new packaged product in the grocery field, to Norman, Craig & Kummel . . . San Giorgio Macaroni. Lebanon, Pa., with radio and ty planned as principal media, to the Philadelphia office of W. B. Doner & Co. . . . Bireley's, Inc., to Irving J. Rosenbloom & Associates, Chicago . . . John E. McDonald & Son Insurance Agency, Boston, to Jerome O'Leary Advertising, Boston.

Merger: Baker, Tilden, Bolgard & Barger, Chicago, with Compton Advertising, adding \$5 million to Compton's 1959 \$78 million billings figure.

In the merger, Dean Landis. Compton v.p., will continue as general manager of the Chicago operation and will serve as a member of the executive committee of the Chicago office; Bruce Baker, president of BTB&B, becomes a senior v.p., director, and member of the Chicago executive committee; Louis Tilden chairman of BTB&B, becomes a v.p. of Compton and chairman of the Chicago executive committee.

Among the BTB&B clients that will now be served by the merged organization is a large portion of the Quake Oats Co. account.

New agency: Charles Shields copy director for Liller. Neal. Battle & Lindsey. Atlanta. has formed ar agency bearing his name at 204 Bona Allen Building. Atlanta.

They were elected v.p.'s: Rober Howell, also manager of tv/radio programing and production in the Los Angeles division of Compton... Merrill Martin, at Friend-Reiss Advertising, New York... Robert Pile at Campbell-Mithun... Christ Walsh, at Ogilvy, Benson & Mathe... Eve Kiely, at Wade Advertising Chicago... Hal Rumble, Rober Wilds, and Richard Gaul. a Brooke, Smith, French & Dorranc... George Filipetti, also creative director and a member of the plan



# helluva merchandiser! who me?

... it's KEL-O-LAND that gives me that pull!

here's no trick in selling ne brand over another when you ave the undivided attention of 16,000 families in 103 counties. e Floyd's KEL-O-LAND hookup ives you that massive audience 12% unduplicated coverage). All yes are on your product when ou're on KEL-O-LAND.

st one single-station rate card (KELO-TV) buys u the entire hookup. KEL-O-LAND is 5-state verage: South Dakota, Minnesota. Iowa, ebraska, North Dakota. CBS • ABC • NBC



E FLOYD, Pres.; Evans Nord, Gen. Mgr.; Larry ntson, Vice-Pres. • REPRESENTED BY H-R Minneapolis by Wayne Evans & Assoc.

board at John W. Shaw Advertising. Chicago . . . William James, Frederick Rowe, and Larry DuPont, at Tracy-Locke Co., Dallas . . . Lester Friedman, at the Wyman Co., San Francisco . . . Dan Gerber, at Cole & Weber, Seattle . . . Benjamin Green, at Arthur Meverhoff Associates, Chicago . . . Nathan Tufts, at Johnson & Lewis, San Francisco.

Admen on the move: Robert Blegen, Winslow Case, and Charles Strotz, to the board of directors of Campbell-Mithun . . . John Pingel, to executive v.p. and Blount Slade, to senior v.p. of Brooke, Smith, French & Dorrance . . . Robert Welsh, to manager of K&E. San Francisco . . . John Singleton, to manager of the media department of Tatham-Laird . . . David Mathews, to director of network programing-West Coast, Fuller & Smith & Ross ... Alton Copeland. to media supervisor at Donahue & Coe . . . Helen Lydon, to radio/tv department at John W. Shaw. Chicago . . .

Add to personnel moves: William White, to director of merchandising in the Los Angeles office of Y&R . . . Bill Dixon, to local media representative, and Peter Wilkinson, account executive. at DCSS . . . Ruth Simons, to media director of Bennett & Northrop. Boston . . . George King, to creative director at Hilton & Gray Advertising. Tampa . . . John Latham, to account supervisor, at Lambert & Feasley . . . Eric Lund, to the account management group at French Advertising. St. Louis . . . Carl Behr, to account executive at Foote, Cone & Belding . . . J. Gordon Hamilton, to Grev Advertising as merchandising account executive . . . Jack Rensel, to account executive at W. B. Doner & Co., Philadelphia.

#### FILM

Syndication programers demonstrated their flexibility and versatility by drawing shows from two totally different sources last weck.

Here's what happened:

• NTA made available its Play of the Week series, a two-hour dramatic series on tape produced by WNTA-TV. New York.

• Ziv hrought out Home Run Der-

# ON **TARGET**



1st in Pulse - December 1959 6:00 A.M. - 8:00 P.M. Monday thru Friday

1st in as many quarter hours as the next two stations combined

**1st** in out of home audience in the important drive time hours in both the morning and afternoon.

EVERY WRIT air personality is listed in Pulse Top Ten multi-weekly shows.

sold nationally by ROBERT E. EASTMAN

Bernie Strachota, General Manager Parker Daggett, Sales Manager

BUY Rodio when you buy medio BUY Bolobon when you buy rodio BUY WRIT when you buy Milwoukee ond you BUY the people who BUY

WIL St. Louis

KBOX Dallas

WRIT Milwaukee

in tempo with the times THE BALABAN STATIONS

John F. Box, Jr., Managing Director



# VARIETY IN PROGRAMMING DELIVERS THE

GREATEST

CIRCULATION!

85%

WMBD RADIO

Reaches
METRO
PEORIA
HOMES
Every Week!

# MORE Than Any Other Station!

(Source: Pulse July, 1959 CPA Ratings)
REPRESENTED NATIONALLY BY
PETERS, GRIFFIN, WOODWARD, INC.



by, a man-to-man competition of famous baseball hitters, who will compete for prize money.

The first sale for NTA's Play of the Week was to KCOP, Los Angeles. The Ziv baseball series will be ready for station telecast by April.

Sales: Ziv's Tombstone Territory to Studebaker dealers (D'Arcy) on WHDH-TV, Boston; WMTW, Mt. Washington; WLBZ-TV, Bangor; WAGM-TV, Presque Isle; WJAR-TV, Providence; WCAX-TV, Burlington; WGAL-TV, Lancaster, and WNEP-TV. Wilkes-Barre; also to Brown & Williamson on WJAR-TV, Providence; WJW-TV, Cleveland; WHDH-TV, Boston; WDAF-TV. Kansas City; WTCN-TV, Minneapolis; WIIC, Pittsburgh; WNEW-TV, New York; WXYZ-TV. Detroit, and KABC-TV. Los Angeles; other buyers include Harvest Motors and Wise Homes in Roanoke; Wise Homes in Raleigh, Florence, Wilmington and Greensboro, Central Power and Light on KGNS-TV, Laredo; Joe Morris Motors on WDAM-TV, Hattiesburg; Associated Wholesale Grocers in Little Rock; Davis Motors in Montgomery; and stations KCRA-TV, Sacramento; WJHL-TV, Johnson City; KOAM-TV, Pittsburg, Kansas; KFSD-TV. San Diego, and KRGV-TV. Weslaco ... Brown & Williamson is also buying Ziv's This Man Dawson on WBAL-TV, Baltimore; WIIC, Pittsburgh; WHAS-TV, Louisville; KABC-TV, Los Angeles, and WPIX. New York City.

International sales: Procter & Gamble will use strip programing of Ziv's *Highway Patrol* in Puerto Rico and Mexico.

Commercials: Sweetheart Bread has ordered commercials for North Dakota. South Dakota and Montana from Animation, Inc., through John W. Forney, Minneapolis . . . Harry Lange has joined Fred Niles Productions as executive producer . . . Don Elliott completed music tracks for Savarin (F, C & B) commercials filmed by Pintoff Productions.

Strictly personnel: Mildred Gusse named Screen Gems talent and casting head... William C. Durham has appointed David A. Badar as president and managing director of

newly-formed Durham Telefilms... John F. Meyers named programmanager in Hollywood for CBS Film... MCA Canada has opened officat 180 University Avenue in Toron for Peter McDonald and Gunna Rugheimer.

#### **NETWORKS**

ABC-TV's latest communique of where it stands compared with the other networks on average rating 8-10:30 p.m. Monday throug Friday: ABC TV, 19.9; CBS TV 19.7; NBC TV, 14.4. Source: Tredex 29 markets. 1-7 February 1966

NBC chairman Robert Sarnof speaking to the Michigan Council the 4 A's, had this to say about proposals for a "magazine concept" commercial tv:

The idea has been working, in or sense, for many years on NBC visuch participating programs as Toda and the Jack Paar Show.

However, commenting on a different version of the magazine concerequiring rotation of commercial Sarnoff said:

"I strongly oppose any requirment of this sort. It seems to n that an advertiser has as mucright to select the program h will sponsor as he does to choothe magazine in which his advertisment will appear."

ABC v.p. Alfred Beckman urge that a limited number of shor space tv stations be assigned t major two-station populatio centers.

Speaking before the Senate Intestate and Foreign Commerce Committee, the head of ABC's Washingtoffice also proposed that once to stions are assigned to such marke authority be granted to place them air under trusteeship arrangments in order to bring immediate service to the public.

Some markets Beckman cited areas of more than four million homes where viewers "are deprived a full choice of three network serice": Louisville, Syracuse, Rochest Birmingham, Charlotte, Providen and Jacksonville.

Network tv sales and renewal

Hock Drug (Grey) and Hazel sishop (Donahue & Coe), for the lasquerade Party on NBC TV Friays, 9:30-10 p.m. . . . ReaLemonduritan Co. (Lilienfeld & Co., Chiago) renewed with the Jack Paar how on NBC TV for more than one mmnercial a week during the year . . The Electric Auto Lite Co. Grant), for 91 participations on oday from April through 9 Novemer on NBC TV.

res of the top 15 network rand advertisers, followed by ompany advertisers, during Nomber, 1959, as compiled by LNA-AR and released by TvB:

		•		
N	K BRAND	GROSS	TIME	COSTS
	Anacin		\$8	88,280
1	Dristan		7	85,872
į.,	Winston		6	27,332
٠.	Plymouth		59	98,118
١.	Oldsmobile _			77,020
١,	Phillies		50	06.330
	Buick		49	92,345
	Chevrolet			83.722
	Bufferin		4.	59.350
1.	Ford		4.	52.302
	Tide			46.083
	Colgate		43	35.769
1.	Gleem		4:	26.431
	L&M Filter			20.542
	Kent			99.509

1	K COMPANY GROSS	TIME COSTS
	P&G	\$3,574,968
	American Home	2,597,485
	Lever	2.435.495
	General Motors	
	General Foods	1.773.898
	Colgate	1.673.734
	R. J. Reynolds	1.331.136
	Chrysler	
	Sterling Drug	1.146.932
	Philip Morris	
	Ford	
	General Mills	
	Pharmaceuticals	978.761
	Liggett & Myers	936.252
	Texaco	000 604
	_	

e five top winners for the best. st complete and imaginative camgus on behalf of the 1959-60 NBC seasonal schedule are:

caley Augustine. WIIC-TV. Pitts-gh; Jim Knight, WTRF-TV. eeling; Charles Cash. WSM-TV, while: Henry Hines, WBAL-TV. imore; and Edna Seaman, WFBC-Greenville, S. C.

New network affiliations: WRGA, Rome. Ga.: WGGA. Gainseville. Ga.; and WAAX, Gadsden, Ala., to CBS Radio . . . KGEE. Bakersfield. Cal.. to NBC Radio.

Reshuffling of NBC TV's sales executives includes: Max Buck, to v.p., Eastern sales manager; William Fairbanks, v.p., radio network sales: Edward Hitz, v.p., general sales executive; Angus Robinson, director, network tv sales, central division; and Cyril Wagner, manager, network tv sales, Central division. (For Thomas McFadden appointment, see page 73.)

Other network personnel notes: Richard Heffner, to director of special projects, information services. CBS TV... Jerry Madden, to director of NBC TeleSales... Frank Jordan, named manager of NBC News, Chicago... Corey Allen, Carl Tillmanns and Robert Williams, to account executives in the CBS TV network sales department.

#### REPRESENTATIVES

Rep appointments: KBKC, Kansas City, to Venard, Rintoul & McConnell . . . KAVL, Lancaster, Cal. to John E. Pearson Co. . . . KSBW-TV. Salinas. and KSBY-TV, San Luis Obispo, to Elisabeth M. Beckjorden. New York . . . KNCO, Garden City, Kans., to George T. Hopewell, Inc.

Kudos: Peters, Griffin, Woodward, awarded for "excellence as an advertising representative in the Chicago area" by the Chicago Agency Media Group.

Rep appointments — personnel: Maurice Rashbaum, Jr., appointed v.p. in charge of research and promotion for Harrington, Righter & Parsons... Edward O'Berst, to operations head of tv research for Blair-TV... Vincent DeLuca, to the New York sales staff of The Katz Agency... Vernon Heeren, to the Chicago tv sales staff of H-R Tv... George Pious, to account executive of CBS TV Spot Sales. Chicago ... Robert Brokaw, to the sales staff at Robert E. Eastman & Co... William Heaton, to New York as assistant sales

# TARGET



WIL FIRE FOR EFFECT

1st in Pulse – December 1959 6:00 A.M. – Midnight Monday thru Sunday

1st in more quarter hours than all other stations combined

1st also in

Hooper — December 1959 Neilsen — Nov.-Dec. 1959 Trendex — December 1959

sold nationally by

# ROBERT E. EASTMAN

BUY Radio when you buy media BUY Balaban when you buy radio BUY WIL when you buy St. Louis and you BUY the people who BUY

WIL St. Louis

KBOX Dallas

WRIT Milwaukee

THE BALABAN STATIONS

John F. Box, Jr., Managing Director

# YOU KCAN'T KCOVER TEXAS

without



also stands for military payroll...the buying power of 6 Central Texas bases zero-ed in on our call signal.



manager of Daren F. McGavren Co. . . . Lee Smith. to account executive in the New York office of Bernard lloward & Co. . . . Albert Oberhofer. to the radio sales staff in Chicago and William Schrank. to radio research specialist in New York, for Avery-Knodel.

#### RADIO STATIONS

From state's rights to station's rights:

In a letter to the FCC last week, the Illinois Broadcasters Association urged that broadcasting be kept in the hands of the communities of America.

The letter, sent by IBA president Bruce Dennis, program manager of WGN. Chicago, opposed government control over radio or tv programing. "The broadcasting industry is a local community industry," it stated. "As to regulation, there is already in existence a regulatory factor more powerful than any which can be applied by a governmental agency—an economic factor which says that the radio or tv station which serves its community shall succeed and the station which ignores this basic concept shall fail."

Ideas at work:

- Sponsor buys commercial silence: KLH Research & Development Corp.. Cambridge. Mass.. maker of loudspeaker systems for home music reproduction, sponsors (out of Irving Lande Associates, Boston) the Boston Symphony via WBCN-FM by limiting commercials on this one and three-quarter hour broadcast to a "few polite statements." When KLH heard commercials immediately following the program, the loud-speaker maker purchased an additional quarter-hour, following the symphony, in which no commercials will be aired.
- Every dog has his day: WVIP. Mt. Kisco. is launching a "Dog of the Day at SPCA" campaign to help place the hundreds of stray pets at the shelter. Station, along with presenting a dog for adoption each day, aired daily spots two weeks ago to raise funds for the SPCA. Result: the drive netted the shelter \$5,000.
- For the talented scholars:
   Balaban Stations will award a \$5.000 scholarship and a recording

contract to high school students in St. Louis (WIL). Milwaukee (WRIT and Dallas (KBOX). The talent hum part of a nation-wide Coca-Cola "Talentsville U.S.A." talent search, is being conducted thru Hi-Fi Club hroadcast by the group. Emphasis in the search is on "sound" acts, is singers and musicians, and not "sight acts, such as dancers, baton twirlers and like.

• New public service show Dialogue on the Arts. to dehut of WTOP, Washington, D. C. tomorros (14) at 10:35 p.m. A regular Sunda show, the format will consist of dilogues hetween experts in the field art. literature, music and like—different people each week to discuss cut rent art topics in the Washingto area.

Radio station acquisitions: Ba tell's WAKE. Atlanta, and WYDE Birmingham. to a group headed b Ira Herbert (former sales managof WNEW, New York). Emil Mogu and Milton Biow... WGTC. Greet ville, N. C., to A. W. Lewin, form chairman of Mogul, Lewin, William & Saylor. for \$140,000. hrokered b Edwin Tornherg & Co.... Cliff Gil president and general manager KEZY, Anaheim. Cal.. to acquire 20% stock ownership in KCE Tucson.

Thisa 'n' data: WWDC, Washir ton. D. C., has expanded its covera of foreign news via an arrangeme with Westinghouse Broadcasti to carry the analysis and commenta of WBC's European corresponden . . . RAB's executives annually le more than one-million miles in citi throughout the U.S. . . . WHO! New York, has established an off in Rome in order to meet increas requests for programs produced Italy . . . KBIQ-FM, Los Angel will act as NBC's outlet for Medic Radio System . . . WANS. Ande son, S. C., has applied to the FCC ! increased power.

Station staffers: Joseph Dough ty, to v.p. of Capital Cities Bro casting Corp. . . . Norman Bagwe manager of WKY-AM-TV. elected the board of directors of the O homa Publishing Co. . . . Cary Bre ner. to general manager of WBM Baltimore . . . George Williams. ational sales manager for WWJ, Decoit . . . Warren Johnson, to genral manager for KQTY, Everett,
Vash. . . Ed Trent, to local sales
nanager of WGBS, Miami . . . Al
lacco, to local sales manager of
LAC, Los Angeles . . . Dick Brown,
director of sales promotion and
lill Victor, to program director at
VHYE. Roanoke . . . David Custis,
rogram director, WQAL-FM, Philaelphia . . . Charles Williams, to
ssistant promotion manager, WBZ,
boston . . . Jack Sweeney, to sales
oordinator of KMPC, Los Angeles

#### TV STATIONS

vB, in a new presentation, has ummarized the important feaures of the regular tv research ervices.

The booklet it's sending to memer stations describes what each serve does, how it goes about it and the formation it makes available for RB, Nielsen, Pulse, Trendex, and ideodex.

Incidentally, the Bureau made the congressional Record this week via a

A Part of Every

Community Project \*

While serving a single station market, WTHI-TV fulfills its public service responsibilities in a way that has gained for it the appreciation and support of its entire viewing area . . . a circumstance that *must* be reflected in audience response to advertising carried.

Five full ½ hours of local public service programming each week.

WTHI-TV

CHANNEL 10 CBS · ABC

TERRE HAUTE

INDIANA
Represented Nationally by Bolling Co.

commendation from Sen. Jackson of Washington for its 'The Exponential' presentation.

According to an announcement by WGN, Inc., Chicago is 40% ahead of other cities in color set sales on a per capita basis.

This conclusion is based on surveys showing that more color receivers were sold in Chicago during 1949 than in any other market.

TelePrompter Corp. has acquired community autenna tv systems at Farmington. N. M. and Rawlins, Wyo.

The cost: \$1 million in cash and TelePrompter stock.

Ideas at work:

- For children interested in catching the 5:15: KTNT-TV, Seattle-Tacoma. is awarding. daily, a Brakeman Bill Lucky Train to a youngster whose post card is pulled from a giant drum. and who correctly identifies a cartoon character flashed on the screen. Mail pull averaging some 1,650 entries daily—16.522 in the first 10 days of the contest.
- A new landmark in lights: Pepsi-Cola Bottlers, and NBC's WMAQ and WNBQ in Chicago, are sponsoring an electrical display towering 19 stories above South Michigan Avenue. It will be officially placed in operation 16 February. flashing up-to-the-second world news bulletins.
- New public affairs series: Spearhead, produced by WBTV, Charlotte, will depict the progress of the Carolinas via a series of one to 15 hour programs scheduled in prime evening time.

On the personnel front: C. Tom Garten, to v.p. and general manager and a member of the board of WSAZ. Inc., Huntington ... Malcolni Klein, elected executive v.p. and general manager of NTA Tv Broadcasting Corp. (WNTA-TV, New York) . . . James Goldsmith, to v.p. and director of sales for KPLR-TV, St. Louis . . . Louis Shapiro, to v.p. of WSTV, Inc., Steubenville . . . Leslie Peard, Jr., to serve as general manager of KFRE-TV, Fresno . . . Robert Bray, to general manager for WNBC-TV, and assistant secretary for Connecticut Tv, Inc.

# ON TARGET



# WRIT FOR EFFECT

1st in Pulse - December 1959 6:00 A.M. - 8:00 P.M. Monday thru Friday

1st in as many quarter hours as the next two stations combined

1st in out of home audience in the important drive time hours in both the morning and afternoon.

EVERY WRIT air personality is listed in Pulse Top Ten multi-weekly shows.

ROBERT E. EASTMAN

Bernie Strachota, General Manager Parker Daggett, Sales Manager BUY Rodio when you buy media BUY Balobon when you buy radio BUY WRIT when you buy Milwaukee ond you BUY the people who BUY

WIL St. Louis

KBOX Dallas

WRIT Milwaukee

in tempo with the times
THE BALABAN STATIONS

John F, Box, Jr., Managing Director

#### MEDIA DEPTS.

(Continued from page 32)

for detailed analysis, but there seemed to be agreement that the top two agencies were BBDO and Guild, Bascom & Bonfigli.

Here is an analysis of the nationwide response: Thirty-three percent came from New York; from Chicago, 29: the South and the West Coast. 14 each; Detroit, 10. Sixty-five per cent of those answering are affiliated with companies having eight or more branch offices. And 66% of these men hold responsible management positions. Their jobs: 34%. sales; 23%, sales manager; 17%, manager; 15%, vice president and manager: 8%, vice president; 3%, executive vice president.

The number of all-media agencies mentioned among the top five nominees is out of proportion to the actual ratio of media departments which have adopted this system.

Although some of the largest agencies have pace-set this trend (notably Young & Rubicam), the incidence of all-media buying is more frequent among medium and small shops. In a small agency. it's economical to have buyers who know both time and space. But most major agencies still separate their buying groups into time specialists with space counter-

Two of the agencies in the New York and the Chicago list have allmedia systems. No. 1 and 2 in New York are Ted Bates and Y&R; and No. 4 and 5 in Chicago. Kenvon & Eckhardt and North Advertising. (Other all-media shops in the two cities include: New York-Benton & Bowles, Grey Advertising, Cunningham & Walsh, Maxon, Charles W. Hoyt; Chicago—Earle Ludgin, Foote, Cone & Belding, Y&R, John W. Shaw.)

Reps. in giving their reasons for nominating the all-media shops, think they have these advantages:

- · Buyers are usually better paid. more professional.
- They're thoroughly informed about the client's marketing needs.
- They're relied on more by their superiors and the account sections for quick decisions unsnarled by red
- They're more imaginative in their application of new material and ideas.

Although the sub-division "Medi Relations" is listed last on the ful page chart (page 33), this is an arc of vital importance to everyone in volved in the selection and use broadcast time. The traditional i terplay of the three advertising force -agency, client, media-comes in focus in the specific day-to-day dea ings of agency media people and tim sellers, particularly those employe by station representatives.

Several representatives surveye made this point: The timebuver wh has made allies rather than natur enemies of reps is offered the beavailabilities the soonest, and is th one who gets the most servicing.

This-they explain-is why medi directors tend to encourage mor than ever before a close cooperation between buyer and seller, an oper door policy for new ideas and plan a maximum of courtesy and respect.

"The buyer who thinks he's doin me a big favor by listening to me. by scheduling a campaign on one my stations" is on the way out. the opinion of one rep v.p. "Th smart ones let us help them-not co them-and they know that in th placement of time it takes two tango!"

This is why several of the men ar swering the questionnaire noted tha the elements which made a goo media department are more impor tant than the names of the agenc nominations. One concluded: "Agen cies and people change, but small management and buving principle don't!"



#### "KNOE-LAN THIS IS

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

1,520,100 Population Households 423,600 Consumer Spendable Income

\$1,761,169,000

Drug Sales Automotive Sales General Merchandise Total Retail Sales

40,355,000 299,539,000 148,789,000 \$1,286,255,000

Food Sales \$ 300,486,000

KNOE-TV AVERAGES 78.5% SHARE OF AUDIENCE

According to April 1959 ARB we average 78.5% share of audience from Sign On to Sign Off 7 days a week. During 361 weekly quarter haurs it runs 80% to 100%, and far 278 weekly quarter haurs 92% to 100%.

# Channel 8

Monroe, Louisiana

CBS . ABC A James A. Noe Station Represented by H-R Television, Inc.

WANAMAKER

(Continued from page 42)

not going to throw that out? Jane: Three dollars? For an all wool suit?

GRANDPA: Yep! Fine English woo imported special. That John Wans maker all-wool suit was the bes buy of the day. Bought this one long time ago. Used to be my Sun day suit. Look at it! Brand no almost! Yes sir, every smart youn man of my day outfitted himself a John Wanamaker.

Jane: They still do today, Grandpa You should see the stunning men' shop in John Wanamaker West chester! Walter shops there every time. Hmmm . . . what styles! . .

John Wanamaker is a charter adertiser on WVIP. In fact the first aid commercial announcement devered on the station's opening day October. 1957. was a JW public rvice spot. Initially the store bought at a few spots per day, but was so accuraged by the results that it on built this into an all-encompassing schedule of spots and programs. The refurbished JW lineup began last ovember on the Herald Tribune netork's newly opened WVOX, as well; WVIP.

Here's how it runs:

• Spot schedule - Ranging from ve to 15 per day, JW's 60-second oots are at their heaviest frequency hursday through Saturday, the big lopping days. Monday comes in for large share also, as follow-up to anday newspaper spreads. The spots e distributed over the stations' sunse-to-sunset broadcast day and nearall are adjacent to news on the our and local news on the half hour. Primarily these are direct-sell spots. eared to specific sales. E.t.'s, includg Gabby's, are used for long-term les events. For those sales lasting a ly or two, JW usually turns to the ore economical live delivery. Even ev are semi-institutional, however, ith much emphasis on the store's ng-proven reliability.

o The 8 a.m. news — Monday rough Saturday, 15-minute program world, national and local reports. Whas an opening and closing, each seconds, and two 60-second comercials. In peak seasons the store sets its more direct-sell spots on this ogram. The entirely institutional py goes into play during slower peods and whenever special commuty events or holidays occur.

Memo Pad—Five minutes of ormization activity announcements, red 6:23, 7:23, 8:23, 9:30 (all m.) and 1:30 p.m. The store opates this program on a public serve basis, limiting the "commercial" "John Wanamaker presents Memoud." The effect achieved: close entity for Wanamaker's with comunity activities.

Listenership is considered high, en for the 6:23 and 7:23 a.m. inillments. "You'd be surprised how rly they get up in Westchester," ys WVIP's Tom Paris. "Many comuters to New York need a very early irt. Also, some of the schools open

at 8 a.m., which means children and their parents have to be early risers. And, if there's a snowstorm, everyone's tuned in early to find out about road conditions and whether or not schools are open."

• Excursion—Three-hour concert. Sunday afternoons. Advertising strictly institutional, and kept to a minimum. "Wanamaker's feels that Sundays are for rest, not business," explains Mr. Paris.

The Herald Tribune net prides itself on its efforts to go "one step further on every contract," as H-T sales manager Gus Nathan puts it. This policy came to the fore when, for its third anniversary, the Yonkers store planned a "Satellite Sale" with in-store decorations on the space age theme. When he first heard the idea Paris immediately got in touch with Public Information at First Army and persuaded them to get up an exhibit of missiles, rockets and other space objects outside the store. Not only did this help put over the "Satellite Sale," but it gave the Army a chance to educate the public on its space program.

Another significant extra was provided by the H.T stations: Tom Paris developed a one-hour documentary on the founder's life, for which he pulled together the man's numerous political and cultural contributions. After the broadcast, JW's personnel department took over the tape, portions of which it continues to run as orientation for new employees.

Wanamaker's Westchester Room is still another important facet in the Yonkers store's public service program. This is a large room right in the store, which the management throws open for community projects. It is constantly in use for art exhibits, safety instruction, voting machine demonstration, garden club contests, fashion shows, etc. The H-T stations in the JW campaign promote the Westchester Room events on the air and give them news coverage. taping interviews, awards and speeches for broadcast.

Results of the regular radio schedule, plus such extras as the "Satellite Sale" promotion, have convinced JW officials of the medium's potential selling power. As one store official put it: "We stay in radio because it does an important part of our selling job."

# TARGET



FIRE FOR EFFECT

1st in Pulse - December 1959 6:00 A.M. - Midnight Monday thru Sunday

1st in more quarter hours than all other stations combined

1st also in

Hooper – December 1959 Neilsen – Nov.-Dec. 1959 Trendex – December 1959

sold nationally by

ROBERT E. EASTMAN

BUY Radio when you buy media BUY Balaban when you buy radio BUY WIL when you buy St. Louis and you BUY the people who BUY

WIL St. Louis

KBOX Dallas

WRIT Milwaukee

In tempo with the times
THE BALABAN STATIONS

John F. Box, Jr., Managing Director

# LOS MUCHACHOS SPEND AMERICAN MONEY

There are 95,000 Spanish-speaking American citizens in Central Arizona — working, buying homes, cars, raising children. They're in the market for anything you've got to sell, and they'll spend good American dollars for it. But you won't reach them through your English advertising. They speak and think SPANISH.

That's why KIFN is their favorite radio station — the only Central Arizona station that programs ALL SPANISH.

If you want to get your share of this Mexican-American market, talk to them in Spanish over Station KIFN.

HARLAN G. OAKES San Francisco Los Angeles San Antonio







# Tv and radio



C. Tom Garten has been appointed vand general manager and a member of the board of directors of WSAZ. Inc.. Huntington, W. Va. A native of Charleston and graduate of Washington and Lee University, Garten joined WSAZ in 1946 as member of the radio sales department His duties with the station since then cluded: manager of WSAZ Radio: assisted

general manager, and v.p. and commercial manager of WSAZ, I Garten succeeds Lawrence Rogers, II. who joined Taft Broadcasti

Thomas B. McFadden, v.p. and general sales executive, has been promoted to v.p., national sales manager. NBC TV. A veteran of more than 25 years' service with NBC, McFadden became the first general manager of WRCA-TV (then WNBT), N. Y., in 1948. Two years later he was transferred to KRCA (then KNBH), Hollywood; in 1952, was brought back to N. Y.



to reorganize and head NBC Spot Sales. Also appointed: Max Bustation manager, WRCA-TV, to v.p. and Eastern sales manager



Hathaway Watson has been appoin v.p. in charge of broadcast operations. RKO General, Inc. He has been a v.p. the firm since February, 1959. Prior that. Watson was partner in the manament consulting firm of Booz, Allen Hamilton. With his new appointment a the expansion of his responsibilities, entire RKO General broadcasting characteristics.

becomes consolidated within his area. Also promoted: John Poto v.p. finance and investment. He's been with RKO since 19

Carl Schuele, president and general manager of Broadcast Time Sales, was elected to the board of directors of Station Representatives Association. Inc., in a special mid-season balloting. At 31 years of age. Schuele is the youngest head of a national rep firm. He founded BTS as regional West Coast rep in California seven years ago. The firm went national in 1956. Pre-



viously Schuele was associated with WICU. Erie. KPOL. L. A., sales capacities, and with the W. S. Grant Co. on the West Co-

#### PONSOR ASKS

Continued from page 51)

opefully with sincerity, not personal ats on the back, are the hest means f judgment. Selection must be made n belief, mutual belief, not on past lowing success stories.

Once the rep has been selected he just immediately show a willingness be cooperative, to make a sale lo-

illy or nationally.

The proof comes the day an order rrives from an account who has ever previously purchased the staon or the market. Then, and only nen, does the station owner realize is selection was correct.

#### ETROIT RADIO

Continued from page 39)

is medium, we must do the kind of ontinuous creative job radio deands. We can't rely on straight anouncer copy. In our broadcast setp, we can't give all our creative atntion to television.

In some agencies (and it used to be ue of us), the best writers put most their attention on television. So idio goes to junior writers. Or when e good writers attack radio, they y to get it out of the way quickly they can get back to tv. As a re-It, a lot of radio commercials look I right on paper and are acceptable clients, but air exposure proves em to be definitely lackluster.

Listen analytically and you'll hear nat good radio commercials start ith good writing, the skillful use of ords. They can't be written in a arry, nor can they be written by ir-to-middling writers. In recent ears we've put as much thought, disission, argument, shouting, desk ounding and love into radio comercials as we have into our tv.

I use the word "love" advisedly, scause despite the glamour and presires of television that tend to lure ou away you must develop a state of ind that says: "These radio spots e great little guys. They are hardorking, productive, profitable, and love working with them."

If you don't start with that attitude ou're just not going to have those great little guys" grow up good. Fred Lounsberry. one of Campbellwald's top broadcast writers, has

ese thoughts about writing the rao commercial:

"In radio. which is chiefly words, is possible to write a nice piece of sensible copy-perhaps even well thought out-which will not register at all on the air. It will seem good on paper, because it is mostly words, and words are usually judged by reading them.

"Indeed, if such a straightforward spot were given attention by the listener, it might score well with him. The trouble is that attention is increasingly hard to get on radio. Yet it is increasingly important.

"It is essential to keep attention throughout a commercial and to leave a pleasant memory of the message. Thus, the simplest ways of getting attention-shouting. loud music, offbeat sounds - defeat themselves. Though they get attention, so does the person who sneaks up behind you and shouts, 'BOO!' But after this, the annoying continuation of the attracting effect or the letdown as the commercial moves into plain language works no good at all.

"Chevrolet radio has sought—and fairly often found-other ways of gaining attention; tasteful ways which keep and increase attention as the commercials play out on the air."

There are numerous approaches to the challenge of creating tasteful, effective commercials—through the use of well-established stars, humor, spoken verse, music, jingles. Any one of them is acceptable as long as the commercial puts over the message, is entertaining or interesting, is skillfully written and produced.

Radio continues to be unparalleled as a medium that can stimulate the listener's imagination. The people out beyond the loudspeakers can put cars in locales more beautiful than anything we could picture. They can enjoy the comedians whom they see in their mind's eye; they can feel the pleasure of a ride that wheels along on the right words.

Well-done radio has always been pure magic for the listener. It's put 43 beans in every cup of coffee, made Wally Ballew a famous man, and given us Miss Monitor.

So, whether it employs music, humor, spoken verse or straight announcement. a good radio commercial can make ideas and characters come to life.

Television is a great selling medium. We love it. But radio has its place. too.

For. who needs pictures, if the ideas have vitality in sound?

# TARGET



**1st** in Pulse - December 1959 6:00 A.M. - 8:00 P.M. Monday thru Friday

1st in as many quarter hours as the next two stations combined

4st in out of home audience in the important drive time hours in both the morning and afternoon.

EVERY WRIT air personality is listed in Pulse Top Ten multi-weekly shows.

sold nationally by

# ROBERT E. EASTMAN

Bernie Strachota, General Manager Parker Daggett, Sales Manager

BUY Rodio when you buy media BUY Balabon when you buy rodio BUY WRIT when you buy Milwoukee and you BUY the people who BUY

W L St. Louis

KBOX Dallas

WRIT Milwaukee

in tempo with the times THE BALABAN STATIONS

John F. Box, Jr., Managing Director



# The seller's viewpoint

Are you, as agency and advertising men, shackled by traditional, and oftentimes outmoded, buying formulas? Robert Hyland, v.p. and general manager, KMOX, St. Louis, blames the buyer, prejudiced by old-fashioned buying ideas, for the failure of an advertising campaign. He states quite frankly that a formula restricts "one of the major strengths of the radio medium": flexibility. The smart advertiser, Hyland contends, is the one who matches the flexibility of the medium with flexibility in his own campaign.



#### THROW OUT 'BUYING FORMULAS'

If it were possible for the sellers of radio advertising to give a single sentence of advice to prospective advertisers, I'm sure most of us would agree on this one: "Throw out buying formulas."

It all too often seems to us, on the station side, that both agencies and clients considering radio are as habit-ridden and tradition-bound as the guards at Buckingham Palace. Too often, advertisers are blocked from realizing the full potential of a station's effectiveness because of certain preconceived buying "rules": drive-time only; no radio without a concurrent tv buy; only X number of spots on Y number of stations in a Z-sized market can move our merchandise; Wednesday, Thursday and Friday spots only for women's products; no spots after 7 p.m. for adult audience. farm products only at noon and 6 a.m.

As if these prejudices were not restrictive enough, too many radio buyers seem literally to have a blind spot to any approach other than a spot approach, ignoring the proven benefits of consistent program advertising where a local-air-salesman has a wide and loyal following.

We're all agreed that one of the major strengths of the radio medium is its flexibility—its capacity to adapt programing, format and content. at virtually a moment's notice, to the needs of the hour.

This kind of flexibility in program schedule is what we strive for at KMOX. For example, when St. Louis was hit by a crippling ice storm, we instituted "Operation Snow-Watch," in which our morning personality and sizeable portions of our newscasts were devoted to announcing which local schools and industries were closed. News events of major consequence always get on-the-scene coverage by The Voice of St. Louis. It's this kind of planning for emergencies, either local or national, which will sus-

tain audience listenership not only in drive time, be throughout the day, night and week.

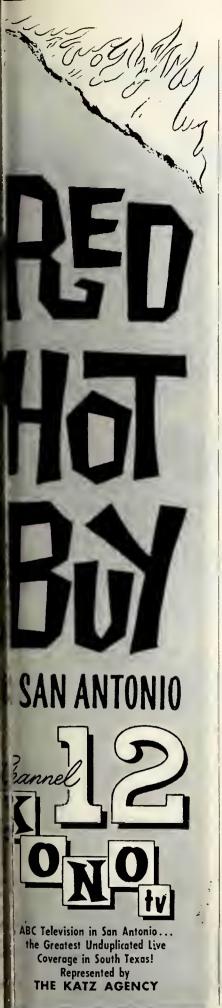
Similarly, it seems to me that the advertiser who ta the entire potential of full-range radio is the advertiwho does these things: keeps an open mind on the auence composition and audience appeal of various day-pa and program features, and gives the station and the reprsentative as much information as feasible about his marking problem and then lets the station's knowledge of tmarket and the property go to work for him.

I think the knowledgeable radio advertiser is the one who provides for flexibility in his campaign to match the flebility of the medium. The tire manufacturer who has "bank" of announcements . . . in addition to his consistent schedule . . . for saturation use when snow tires a in demand in the local market, is going to sell more tire than his less far-sighted competitor.

The retailer who sets aside a portion of his broadc budget for use in sponsoring special events of prime lo interest will reap sales benefits far beyond those of t advertiser who confines his thinking to three days a we

You might say that this is easy for the local advertice to do, but much more difficult for a national buyer who multi-market, 52-week plans are made more than a year advance. Not really. The national advertiser whose miss truly open to the information available to him from every good station representative will find many ways tailor his big national buy to those special local requirements that can mean success or failure of a campaign.

So let's throw out the buying formulas in 1960. Form las are all too often merely crutches that keep you froutting all the market-by-market muscle in your campai that radio can provide.



#### NORTH AMERICAN

(Continued from page 41)

to up their own individual status were offered at a nominal cost (each agent had only to pick up his share of the total tab, an amount averaging some \$30 per month. or 1% of his line haul revenue from October through May).

Investment by local agents is already paying off, just four months after their entry into tv. And with intra-state moving up one-third over last year, needless to say, agent reaction to the *Bridge* series has taken a favorable turn. Said Allen Louderback, NA agent in Philadelphia, about the results in his area since the 18 October network sponsorship began: "We have had a very good response to the booklet offer, and from them have received good leads on prospects. The show is getting our name in the home of prospective movers by reaching the audience we want. My original order of 300 booklets was gone the first weekend after the show's debut, and now we get between 15 and 20 requests per week for them."

Summing up North American's over-all philosophy in sponsoring the show, president Edgett told SPONSOR: "Our total investment in Champion-ship Bridge for 13 of the 26 weeks is close to \$1 million. In the past our policy has been to put 3% of our gross income into consumer advertising. Now we are expecting a record line haul of \$37 million for the coming fiscal year, which will maintain our No. 1 position in the annual \$600 million van line field."

Last year. NA's revenue was about \$34 million: some 15 years ago. in 1945. its total income came to \$1.3 million. Since then, total income has climbed steadily because of greater scope of services (N. A. has extended its domestic franchised agents from 400 to more than 1,000 in the past six years); and operation on an international level (the only American company with van lines in other countries, it currently operates in 39).

Although the firm has not yet contracted for additional tv buys. Edgett indicated that should sponsorship of the *Championship Bridge* series continue to stimulate sales, North American may soon emerge as a major ty client.

# TARGET



# WIL FIRE FOR EFFECT

1st in Pulse - December 1959 6:00 A.M. - Midnight Monday thru Sunday

1st in more quarter hours than all other stations combined

1st also in

Hooper — December 1959 Neilsen — Nov.-Dec. 1959 Trendex — December 1959

ROBERT E. EASTMAN

BUY Radio when you buy media BUY Balaban when you buy radio BUY WIL when you buy St. Louis and you BUY the people who BUY

WIL St. Louis

KBOX Dallas

WRIT Milwaukee

in tempo with the times
THE BALABAN STATIONS

John F. Box, Jr., Managing Director



# SPONSOR SPEAKS

#### Wise words about admen

Some of the maturest comments we have ever heard about the advertising business came last week from the highly respected Wall Street Journal.

Commenting on what many advertising men feel is a "Crisis in Confidence" (see page 34) the *Journal* said this:

"Here is a thing not widely known about admen: They are advertising's harshest critics. Like the best men in the medical and legal profession, advertising professionals devote much of their time to stern self-examination. Public and governmental reaction to recent exposes was mild compared with the reaction among admen themselves. It was a personal blow."

sponsor heartily agrees with this estimate of the average advertising man, and with the *Journal's* statement, "He is both a good business man. and a good man. He knows that it pays to be on the level . . . and personally he wouldn't wish to be otherwise anyway."

SPONSOR is also understandably proud of the Journal's estimate of the advertising trade press:

"He (the adman) gives full support to the only trade journals we know of, which week after week raise the embarassing issues of morality, ethics and straight-shooting among their own readers. This compares favorably with other professions we hold in the highest esteem. Just as the Bar Association takes action against misguided lawyers . . . just as the AMA unsmocks a doctor when necessary . . . in almost every issue, the professional advertising journals wallop the daylights out of admen who step out of line."

This is high praise and we'll try to continue to deserve it. Today when so many phases of air media advertising are under bitter, critical attacks, it would be understandable if a trade paper pulled its punches.

sponsor believes, however, that in the long run, both broadcasting and advertising will benefit most from free, open, vigorous discussion of all industry problems.



this we fight for: Better understanding, on the part of the public, of the workings of the broadcast and advertising industries, and the contributions they make to American life.

#### **10-SECOND SPOTS**

Screening: In ancient Egypt, the Pharaoh's daughter, while walking along the Nile, found a baby in the bulrushes. She took the baby base to the temple.

"Look what I found, Father." sh

The Pharaoh studied the chil "Take him back where you four him," he said. "He's the ugliest lool ing baby I ever saw."

The Pharaoh's daughter studie the baby. "I guess you're right. Fat er." she agreed. "He is ugly. On I can't understand it. He looked s good in the rushes."

New leaf: On location in Phoen for shooting of a Toro Power Mow tv commercial, Rya Carpenter Ryan-Carpenter Studios in Minn apolis, needed a pile of leaves for or sequence, found Arizona leaves no photogenic and imported via a express several cartons of Minn apolis leaves. Attention, FTC! Tho tv boys are fooling the public again

Puttin' on the dog: On the he of SPONSOR's recent story on the d food industry came this bit of a denda: an executive of a New Yo East Side hotel that is popular wi admen owns a French poodle. Th poodle's wardrobe, in addition to raincoat, includes a tuxedo. a Ch terfield coat complete with velvet clar and—a raccoon coat. That's ging too fur!

Gratitude: To get new Walla Wa Washington, station KNBS-TV on air, it was necessary for chief enneer Bill Barclay to climb to the tof its ice-covered transmitter tow and spend an hour and a quarter tits cold and dizzy heights. In twarm downtown studio, general mager Warren Gray commented. "Toguy Barclay—he'll do anything to tout of work."

Product intro: A new red-strip shaving cream hides the fact that y have just cut yourself.—Char V. Mathis.

Personal: Ad in N. Y. Times—ARE YOU DIFFERENT?
Have you a life, hobby or theory y want to discuss on television? Z61
Times. Better not be too different member the NAB Code.

# WGAL-TV

eus

aported from its entire coverage area



Elverson, Pa National Bank held up at gun point by bandit



WGAL-TV newsman arrives at robbery scene same time as police



Detectives check bank for evidence, dust for fingerprints



Eye-witness points oul direction taken by fleeing bandit



Abandoned get-away car quickly located at edge of nearby woods



Woods are searched in effort to apprehend and capture bandit



in woods, posse finds part of money stolen from Elverson bank



Just two hours and bandit is apprehended and taken inlo custody

News events as exciting as the one shown above do not happen every day. However, an everyday occurrence is the prompt reporting of news whether in Elverson, Pa., or in any other city throughout the wide WGAL-TV coverage area. WGAL-TV provides broad news coverage as a public service to the hundreds of communities in its great market area.



WGAL-TV

Channel 8

Lancaster, Pa.

NBC and CBS

STEINMAN STATION Clair McCollough, Pres. Home of the world fomous Clevelond Orchestro, SEVERANCE HALL like WDOK—is synonymous with good music in Clevelond.

"More
Moments of
Good Music"

MEAN

MORE PEOPLE

... WITH MORE

PURCHASING POWER

LISTEN TO



5,000 Julline Watts in the HEART of Cleveland Radio

1100

1220 .

1260

1300

1420

What factors determine a time-buying decision? Programming, power, ratings, cost-per-thousand—all are important. But . . . equally important is a station's stature in the eyes of the community.

We can show you all the facts and figures. And we wish we could show you the remarkable community acceptance as represented by the hundreds of letters received weekly saying simply "thank you."

Represe ed by BTS

THE CIVIC EROADCASTERS, NC., 1515 EUCLID AVENUE, CLEVELAND 15, OHIO

Frederick Wolf, General Manager

No. 2 in Cleveland (Nielsen